

EXPORTS OF THE BALTIC AND FINNISH CRAFT CIDERS TO AUSTRALIA (CB0700297)



Interreg



Co-funded by
the European Union

Central Baltic Programme

BALT-FIN-CIDER

**3RD PROJECT PARTNER MEETING
MARCH 3-4, 2026 / SALO, FINLAND**

ASNĀTE ZIEMELE, LCTA «LAUKU CELOTAJS»



BALT-FIN-CIDER (CB0700297)

Project Goal:

Latvian, Estonian and Finnish craft cider producers achieve sales in Australia



Project Duration:

May 1, 2025 - April 30, 2028

Project Partners:

1. Latvian Country Tourism Association
 2. ERTO - Estonian Rural Tourism Organisation
 - Cooperation partner in Finland: Craft Cider association
-

1st reporting period:

01.05.2025.-31.10.2025.;

LP report - certified; PP report - submitted.

Project report - due February 28, 2026

2nd reporting period:

01.11.2026.-30.04.2026.;

10 work days to submit the partner reports.

WP 1 SME preparation for exports to Australia

Activity 1.1.	Open call for cider producing SMEs
Activity 1.2.	Baltic-Finnish Cider brand identity for Australian market entry
Activity 1.3.	Preparation and training support to SMEs

WP2 Promotion and sales support to SMEs

Activity 2.1.	Promotion and networking with the cider community internationally
Activity 2.2.	Promotion and sales events in Australia
Activity 2.3.	Promotion and sales support materials
Activity 2.4.	Project communication

PLANNED PROJECT ACTIVITIES



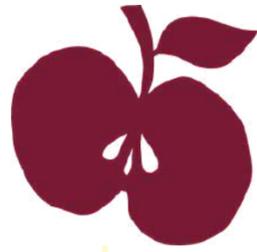
Outputs:

- 30 SMEs trained for exporting to new markets;
- 15 SMEs introducing Baltic cider brand as a marketing innovation to achieve sales in AU

Result:

- 15 Companies with achieved sales and contracts to new markets

STEERING GROUP



Support & advise;
promote & spread
information regarding
project

Steer towards the
best possible
achievement of the
objectives.
Minimal time
required.

Meetings - as an
innovative and
inspirational support
forum for the project



Inese Širava

Deputy Director of the Export and Innovation Services Department,
Investment and Development Agency of Latvia (LIAA)

Jeff Jarvis

Director: Graduate Tourism Program Monash University
Melbourne, Australia

Kimmo Aalto

Executive Director, Lomalaidun Finland

A1.1. OPEN CALL FOR CIDER PRODUCING SMES

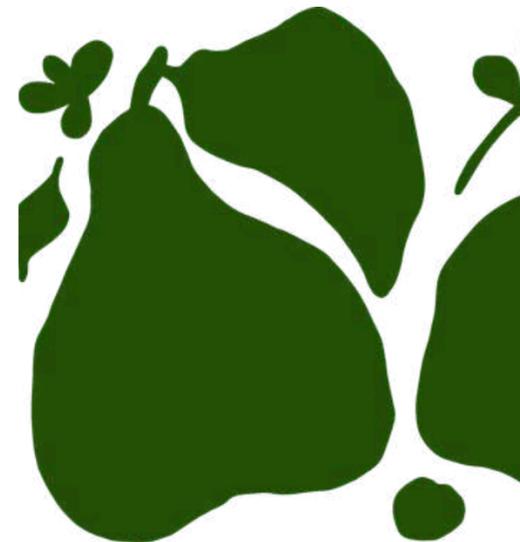


<https://balticcider.com/en/aboutus/for-cideries>

The call is open for the project duration

Number of participants: 19 cideries.

Aim to increase SME numbers from EE and FI to balance SME representation between the project countries



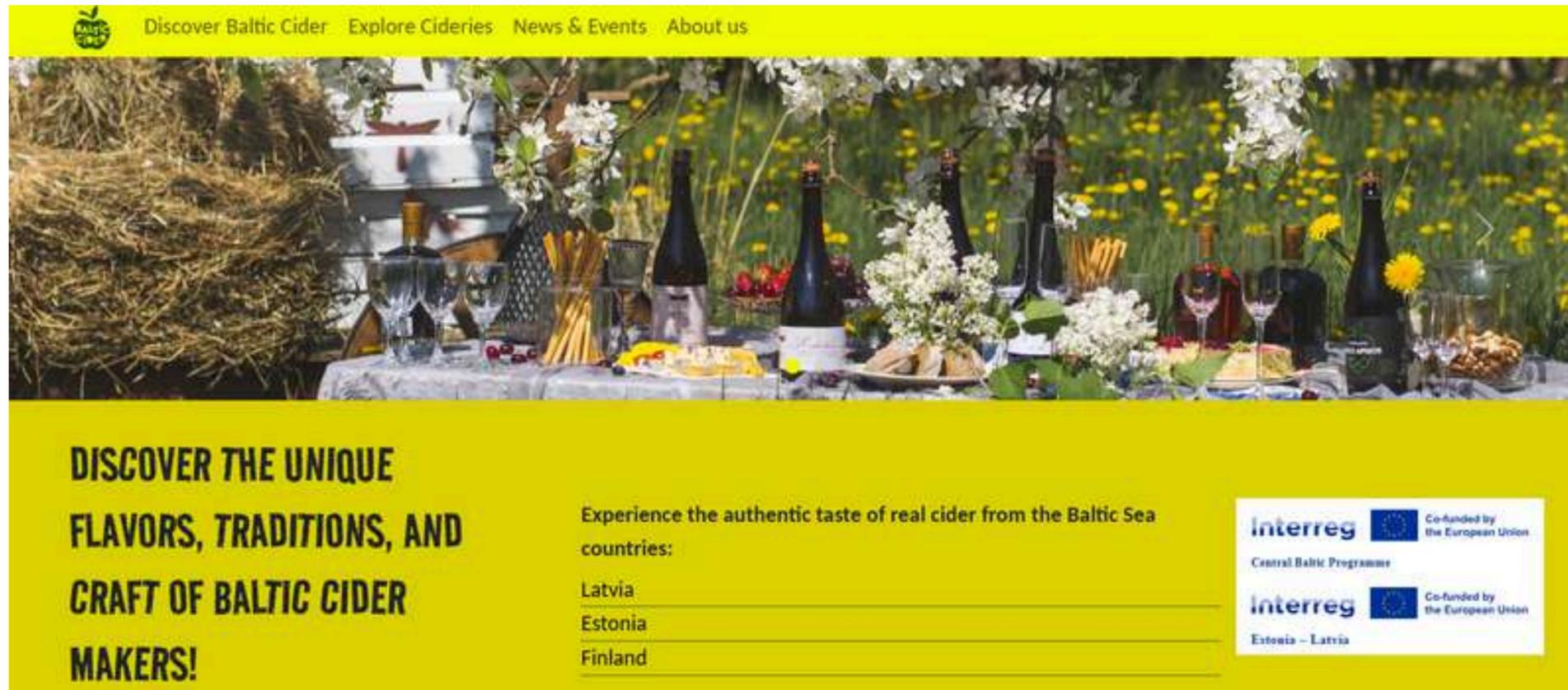
BALTIC CIDER BRAND

Deliverables:

- Baltic&Finnish cider brand.
- The Baltic & Finnish Cider Guide.



Baltic Cider bottle / can stickers - TRUST MARK



www.balticcider.com

A1.2. BALTIC-FINNISH CIDER BRAND IDENTITY FOR AUSTRALIAN MARKET ENTRY

THE BALTIC & FINNISH CIDER GUIDE

- What Is Baltic Cider
- What Makes Baltic Cider Unique
- Where It All Started
- Crafting Baltic Cider Today
- Cider Types and Styles
- Discovering Baltic Cider Through Tasting
- Apples Behind the Baltic Cider
- Baltic Cider Terroir
- Crafting Better Cider Through Science
- Cideries Welcome Visitors

Draft guide:

<https://docs.google.com/document/d/1n4AVq6RWn3SrzpobTr8lGrKCKM-v6hZbhtf0tCpe70A/edit?usp=sharing>



A1.3. PREPARATION AND TRAINING SUPPORT TO SMES

Deliverables:

- 6 online webinars during the project;
- 6 face-to-face workshops in LV, EE, FIN;
- Handbook for Cider Exports to Australia. Key rules and requirements for exports of cider to Australia.

HANDBOOK FOR CIDER EXPORT TO AUSTRALIA

- Potential customers and the current cider market in Australia
- Labelling requirements for the Australian market
- Customs documentation (including templates)
- Shipment to Australia (transit time, quarantine and biosecurity requirements, pallet specifications, container options)
- Taxes and duties in Australia (WET, excise duty, GST, import duty)
- Potential costs from warehouse to the foreign market
- Abbreviations and terminology



A2.1. PROMOTION AND NETWORKING WITH THE CIDER COMMUNITY INTERNATIONALLY

- April 21-24, 2026
- 2 participants - Murbudu cider and Talava
- Walk-on Stand (12 m2)
- registration & organization ongoing - complex & slow



Feedback will follow...

A2.2. PROMOTION AND SALES EVENTS IN AUSTRALIA

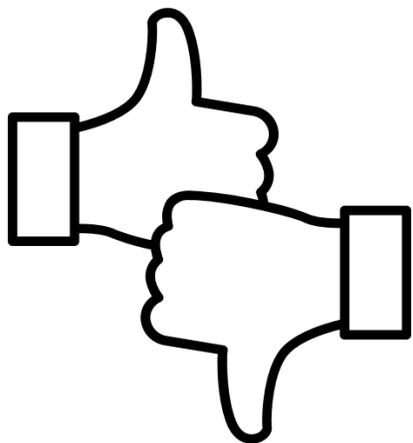
(Deliverables: **six** sales events planned in AU)

1ST VISIT TO AUSTRALIA: OCTOBER 19 - NOVEMBER 1, 2025

- participation in ACA (27 medals);
- 2 masterclasses for industry professionals (led by Gabe Cook);
- tasting events in LV and EE community centres;
- exploring Australian cideries

+ very good insight into the market
+ understand pricing, consumer preferences
+ better understanding how to position our cider

- a stronger presence of importers/distributors/retailers would be very useful
- lack of export contacts



A2.2. PROMOTION AND SALES EVENTS IN AUSTRALIA

**2ND VISIT TO
AUSTRALIA: DECEMBER
26-31, 2025**
The 60th Australian
Latvian Arts Festival in
Adelaide



“

the stock
“disappeared”
faster than
expected

”



4 producers achieved first sales
in AU:

Murbudu Cider,
Abuls Cidery,
Sabiles Sidrs,
Tori



A2.2. PROMOTION AND SALES EVENTS IN AUSTRALIA

In cooperation with Rosie from Cider Australia

**3RD VISIT TO AUSTRALIA: SYDNEY - MELBOURNE: 14.-24.05.2026
(SYDNEY - BATLOW - SYDNEY - MELBOURNE)**

DRAFT PROGRAM

BATLOW, MAY 15 -16:

May 15 - promo event for trade and media + tap takeover

May 16 - Batlow CiderFest <https://www.batlowciderfest.com.au>

SYDNEY

tasting event in LV House

other promo events

MELBOURNE

beer festival "Pint of Origin 2026" (Beermash: Scandinavia)

tasting event in LV House

tastings/ presentations for the industry/trade + tap takeover

DELEGATION PARTICIPANTS:

LV: Murbudu Cider; Abava Winery ..

EE: ...

FIN: ...

Draft program: <https://docs.google.com/document/d/1y52xbBZ9Xl8Y8VoDIWvJk9j-ollSYksV/edit?usp=sharing&ouid=102043920685459003318&rtpof=true&sd=true>



A2.2. PROMOTION AND SALES EVENTS IN AUSTRALIA



PINT OF ORIGIN: [HTTPS://PINTOFORIGIN.COM/](https://pintoforigin.com/)

- 9 days (May 15-24)
- 22+ venues around Melbourne
- no need to be present at the venue
- special events, such as tap takeovers, themed events etc
- The Crafty Pint (organizer) will promote the overall program, also highlight feature events
- Each venue is assigned a region of either Australia or the world



BEERMASH'S REGION: EUROPE (SCANDINAVIA).

- Exclusively Baltic ciders – all others are beers
- 6 kegs with your cider

#PoO25 IN STATS!

- * More than 50,000 pints (plus a stack of boilermakers and beer cocktails) were sold across the 23 venues - that's \$1m-plus in liquid sales alone
- * More than 100,000 people reached online
- * 100% of survey respondents would attend again
- * 20% year-on-year increase in Passport signups
- * 60%-plus repeat attendance

CIDER SHIPMENTS TO AUSTRALIA

Shipment by sea

- ✓ container: 21 pallet with cider
- ✓ Sent by sea, February 25
- ✓ ETA: end of April in Sydney, delivered to HoD

Shipment by plane

- ✓ Beermash + tap takeovers for visit to AU
- ✓ Handful amount of kegs (6 kegs) for Beermash + kegs for other events
- ✓ ETD: end of April, 2026



MARKETING ACTIVITIES IN AUSTRALIA

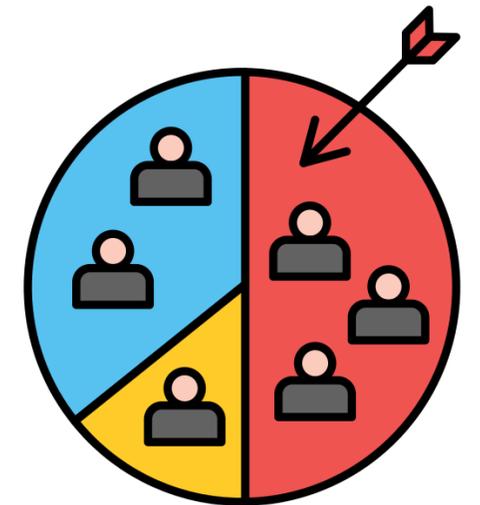
- UNDER DISCUSSION

Baltic cider sales & marketing campaign in Australia

- initiated cooperation with Sarah Balmer - <https://www.balmeragency.com.au/>
- Social media accounts - FB, IG
- Targeted Google Display campaigning?

Awaiting a strategic proposal for the Australian market

Goal: Position Baltic craft cider as a premium, authentic European product



MARKETING ACTIVITIES IN AUSTRALIA – UNDER DISCUSSION II

craftypint.com/directory

- BEER NEWS
 - NEW BEERS
 - FIND BEERS
 - BEER KNOWLEDGE
 - BEER EVENTS
 - BEER INDUSTRY
- List your business here

Find Beers At...

Breweries

Bars

Bottleshops

All VIC NSW QLD WA SA TAS ACT ONLINE NT

Crafty Pint Supporters



2 Brothers
Brewer - VIC



2 Halfs Brewing Distilling
Brewer - NSW



3 Ravens
Brewer - VIC



7th Day Brew
Brewer - NSW

Press release + publicity photos
to be prepared by mid-March

Media Kit.

Harness Australia's largest craft beer community of industry & consumers.



- Online magazine & newsletters.**
Craft beer news, analysis, insights and reviews since 2010
- Podcast.**
Weekly stories, guest interviews and engaging segments
- Events & campaigns.**
From Local Beer Day to Pint Of Origin, putting beer in the spotlight
- Loyalty club.**
The Crafty Cabal brings beer lovers together with events & offers
- Industry hub.**
Breweries, beer venues, retailers, suppliers, job listings & events

National coverage by award-winning writers.	Thousands of original stories, articles & profiles.	Hundreds of brewery, venue, bottleshop & supplier listings.
New beers sampled, reviewed and shared.	Comprehensive events & festivals diary.	In-depth beer knowledge and education.
Industry job listings, classifieds and resources.	Australia's best-value beer club.	Free Crafty Pint app with beer and venue locator.

70,000 ↗ Monthly unique visitors	25,000 eNews subscribers	70,000+ Social media followers
1.4 million ↗ Page views per year	37% * eDM open rate*	2,000+ New articles each year

Get in touch.

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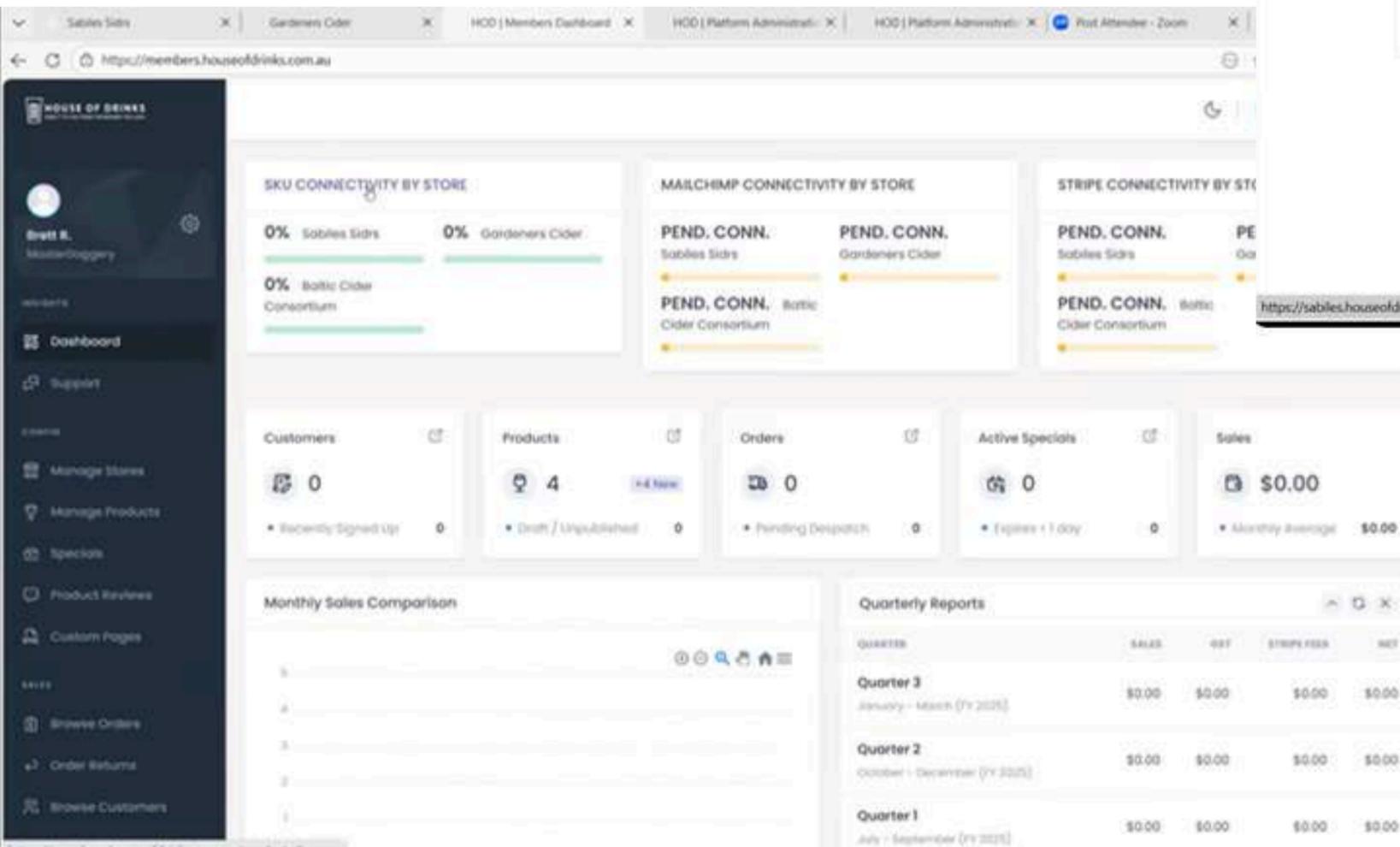
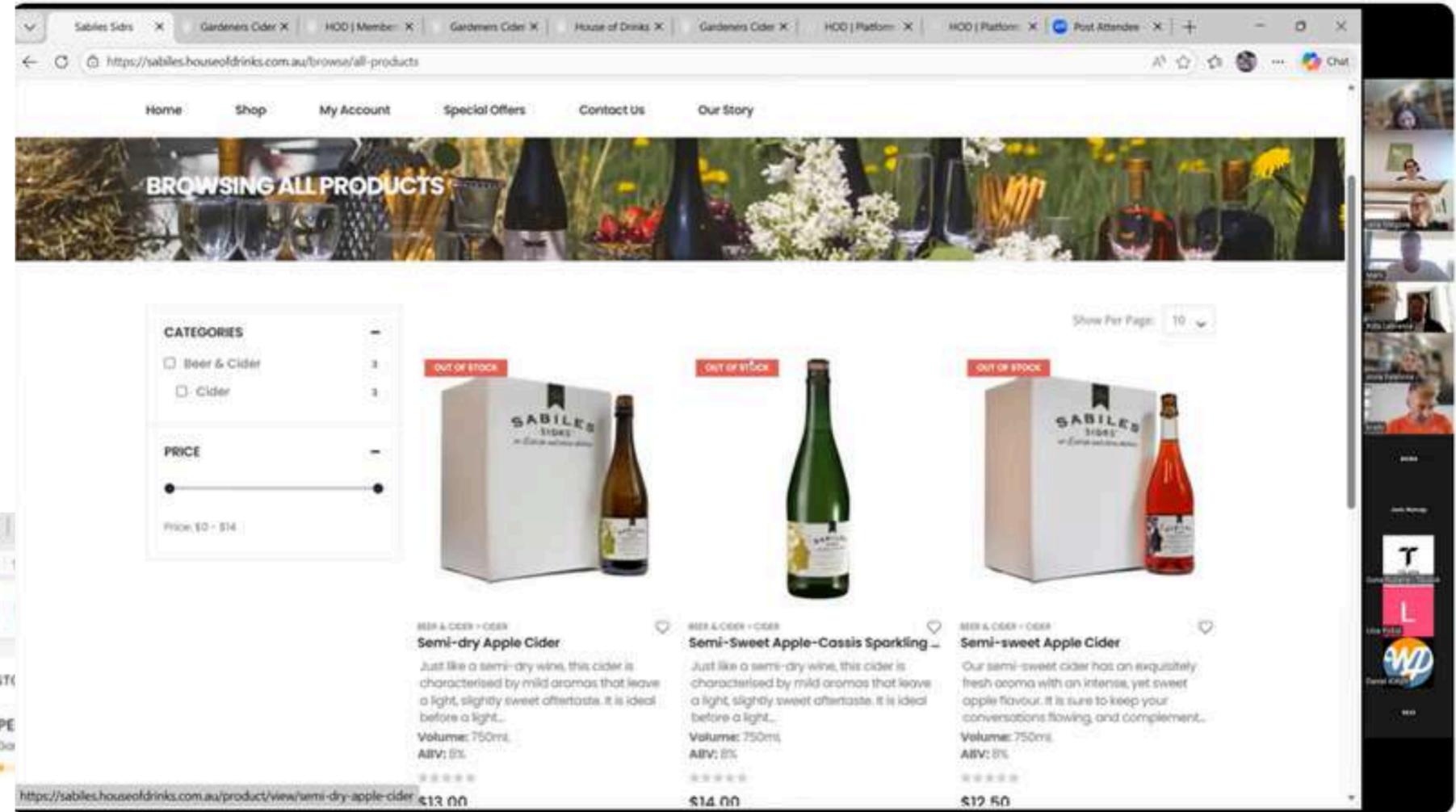
HOUSE OF DRINKS



Training provided on 23rd February



Login details for HoD - should receive soon



YouTube:

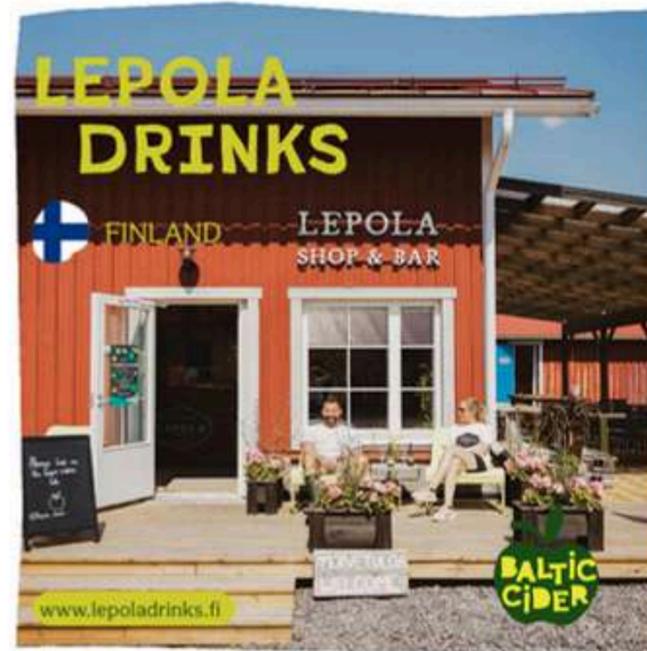
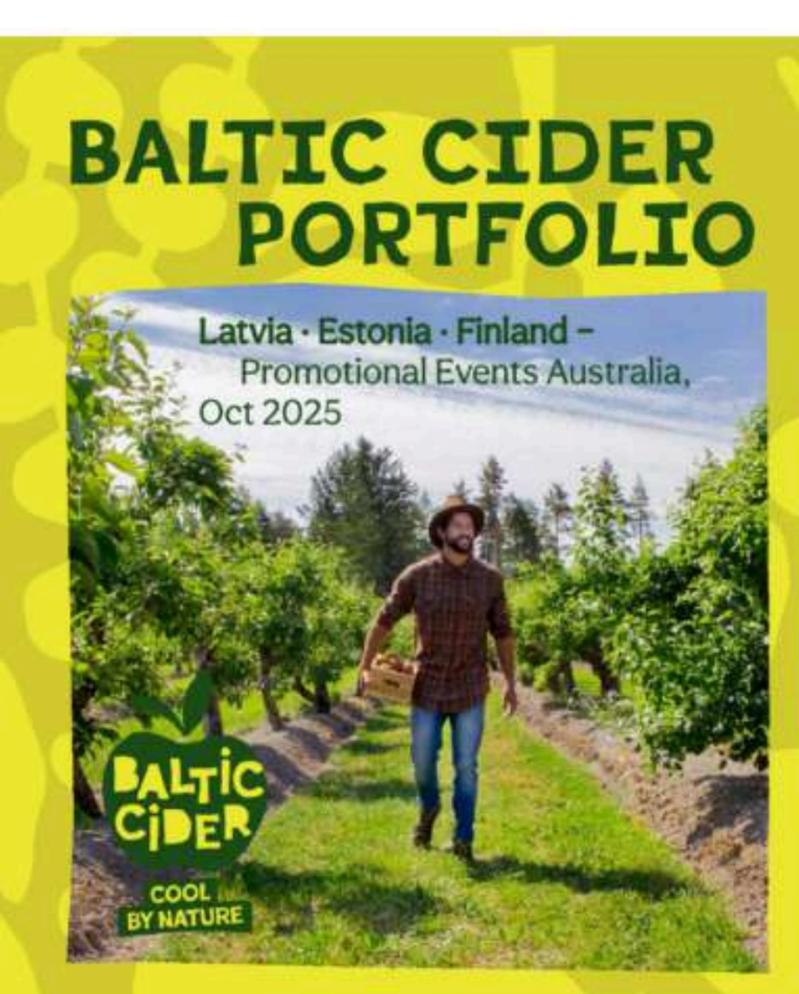
<https://www.youtube.com/watch?v=0s679Mdb6T8>



Whatsapp group with Mark

A2.3. PROMOTION AND SALES SUPPORT MATERIALS - FOR SALES EVENTS

SALES PORTFOLIO 2026 FOR CIDERS AVAILABLE IN AUSTRALIA



Lepola Ciders are crafted by Aaron Brownie, an Australian now settled in Southern Finland. His passion for cider-making ensures the exceptional quality of our products, all made from locally sourced Finnish apples. No added water and never from concentrate.

Contact:
Aaron Brownie
T.: +358 400591985
E-mail: info@lepoladrinks.fi
Address: Kemiontie 1008,
25610 Ylönkylä, Finland



www.balticcider.com/lepola



HERITAGE APPLE CIDER

Medium dry | Modern style, sparkling
8.0% ABV | Standard Drinks 2.1
Contains sulphites
330ml | Bottles per box: 24
Best before Feb 2027

Inspired by the nearly 100-year-old Lepola house, this strong yet balanced cider is made from apples grown in the Lepola orchard, primarily of the Cinnamon variety. Barrel aged. Medium-dry with a yellowish hue, it features tart green apple notes, light herbal tones, a touch of honey, a hint of toasted character and approachable tannins. Pair with: Salads, vegetarian dishes, fish, chicken, turkey, salty snacks and soft cheeses.

Best enjoyed between +6 °C and +8 °C.



HOPPY DRY HOPPED APPLE CIDER

Dry | Modern style, sparkling
5.5% ABV | Standard Drinks 3.25
Contains sulphites
750ml | Bottles per box: 6
Best before Aug 2026

Lepola dry hopped apple cider is crafted by using Australian Galaxy hops and 100% Finnish local apples. Galaxy hops give the cider a slight tropical fruit/peachy aroma and notes of elderflower. It is a combination of the nationalities of Lepola - Finnish and Australian. Pair with: grilled vegetables, salads or vegetarian food.

Best enjoyed between +6 °C and +8 °C.



PERRY

Medium-sweet | Modern style, sparkling
4.0% ABV | Standard Drinks 1.04
Contains sulphites
330ml | Bottles per box: 24
Best before May 2027

Lepola Perry is made with Finnish pears (90%) and is certified Real Finnish Perry. Medium sweet, light, real pear aromas, light yellow. Finnish apples (10%) are added to the perry to give better balance and acidity. No added water or artificial flavors. Pair with: salads, vegetarian food, mild cheese, fish, savoury snacks, party cider.

Best enjoyed between +6 °C and +8 °C.



HERITAGE APPLE CIDER

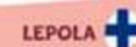
Medium dry | Modern style, sparkling
8.0% ABV | Standard Drinks 2.1
Contains sulphites
330ml | Bottles per box: 24
Best before Feb 2027

Inspired by the nearly 100-year-old Lepola house, this strong yet balanced cider is made from apples grown in the Lepola orchard, primarily of the Cinnamon variety. Barrel aged. Medium-dry with a yellowish hue, it features tart green apple notes, light herbal tones, a touch of honey, a hint of toasted character and approachable tannins. Pair with: Salads, vegetarian dishes, fish, chicken, turkey, salty snacks and soft cheeses.

Best enjoyed between +6 °C and +8 °C.



Cider descriptions & photos needed – we'll reach out to each of you individually



Central Baltic Programme

BALT-FIN-CIDER

Sales portfolio 2025 available here:

<https://balticcider.com/en/news/article/australian-showcase-in-october-2025>

A2.3. PROMOTION AND SALES

SUPPORT MATERIALS - NEWSLETTER

Content:

- ciders and cider makers;
- cider news;
- upcoming events;
- www.balticcider.com promotion



Baltic cider news #3
suggestions for topics

Available here:

<https://balticcider.com/en/news/article/baltic-cider-newsletter-2025-10>

<https://balticcider.com/en/news/article/bc-news2>

BALTIC CIDER news #1
www.balticcider.com October, 2025

Meet Baltic Cider!
Baltic Cider is an exciting new player in the global cider community. Here, we'll bring you the latest in cider from Latvia, Estonia, and Finland – neighbours in the Baltic Sea region. From new releases and cider events to stories from local makers, we're here to share the true flavour of Northern Europe's cider culture with you.
Cheers from the Baltic Cider crew!

WHAT IS BALTIC CIDER?
Baltic Cider is a vibrant newcomer to the global cider community, reshaping perceptions of what cider can be. Our ciders are crafted with pride from freshly pressed local apples and other natural ingredients – never from concentrate, and always free from artificial additives. Shaped by the Nordic-Baltic terroir, these ciders have a bold, genuine character and the depth that comes from a generous amount of pure apple juice. The crisp refreshing style is so unique that you don't really get elsewhere. As summer fades into autumn, our orchards come alive with ripening apples from August through October. Here you'll find a rich tapestry of flavours – from crisp dessert apples to the robust, classic cider varieties we've carefully nurtured. We're proud to introduce new special cider varieties cultivated right here in our own countries, as well as to celebrate apples from heirloom trees planted over 100 years ago.

BALTIC CIDER COMMUNITY
Baltic Cider currently brings together 18 passionate makers of real cider from Latvia, Estonia and Finland. Each one contributes their own skills and creativity, resulting in a vibrant mix of cider styles and flavours. This creates a dynamic community that is always in touch, sharing experiences – from the finest apple varieties to cider-making techniques, participation in competitions, learning from the best, and heading to the markets together.

ABOUT THE BALT-FIN-CIDER INITIATIVE
BALT-FIN-CIDER is a joint initiative aimed to launch the export of real apple cider produced in Latvia, Estonia, and Finland to Australia under a joint BalticCider brand. The project is initiated by the Latvian Country Tourism Association. Follow project updates at: cebotajs.lv/project

STAY UPDATED WITH BALTICCIDER.COM
Discover the full story of Baltic Cider on our website. Learn how it all began, explore the variety of our cider styles and flavours, catch up on news from the cider-making community, see our achievements in competitions, and find out more about each of our ciders. Our site is also a one-stop resource for exploring the ciders we produce, complete with detailed descriptions. You can search by name, cider type, production method, carbonation, sweetness, and sulphite content. Enjoy the stories, and don't hesitate to get in touch with the Baltic Cider team and our ciders!

BALTIC CIDER news#2
www.balticcider.com January, 2026

BALTIC CIDER COMMUNITY IS GROWING
Since launching the Baltic Cider initiative, we are proud to see more cider makers joining our Baltic Cider community. With seven new producers, we now have 22 cideries in Latvia, Estonia, Lithuania and Finland.

LET'S MEET AT THE CIDERCON 2026!
From February 2-5, 2026, we look forward to attending CiderCon 2026 at the Rhode Island Convention Center in Providence, where we will reconnect with longtime colleagues and meet new faces at this premier U.S. cider event, bringing together producers, industry professionals, and enthusiasts from around the world.
CIDER SHARE WELCOMING RECEPTION ON FEBRUARY 3
At the Baltic Cider table, four cider makers – Abuls, Mr. Plūme, Pienjāgi and Lauskis – will pour their ciders.
PANEL SESSION WORLD OF CIDER: THE BALTIC REGION ON FEBRUARY 5
We will share our stories and explore the character, traditions, and the identity of Baltic cider. Asnāte Ziemele from the Baltic Cider team will moderate the session, and our cider makers – Abuls, Mr. Plūme, and Pienjāgi – will present 3 specially selected ciders for tasting.

EXPLORE CIDERIES WITH OUR NEW TASTING JOURNAL AND VIDEO
To celebrate and promote cider culture, we have created a new tasting journal, complemented by a video featuring Krišjānis Putniņš, owner of Murbūdu Cidery, demonstrating how to taste cider properly. The journal serves as a prompt for your senses, suggesting the features you might notice in cider and encouraging mindful enjoyment – appreciating the color, bubbles, aromas, flavors, and finish of each cider – while also providing space to record your own discoveries. With this tasting journal and video, we hope to inspire people to explore and fall in love with authentic cider.
The Tasting Journal also includes a map and contact information for twelve cideries along the Latvian Cider Route, part of the Baltic Cider initiative. Each cidery welcomes visitors to explore their production processes, stroll through cherished apple orchards, and enjoy their finest ciders for tasting and purchase on site.

"Once you have tasted 15-20 ciders, perhaps 50 or even 100, and used such a sheet to record what you liked and did not like, you will return from time to time to ciders you have tasted before, and you will, in effect, have become a true cider connoisseur. This is how we broaden our horizons."

Interreg Co-funded by the European Union
Central Baltic Programme
BALT-FIN-CIDER

TASTING JOURNAL AND VIDEO
www.balticcider.com

- Twice per year;
- For distribution to the trade and other relevant target audience

A2.4. PROJECT COMMUNICATION TO SMES AND GENERAL PUBLIC



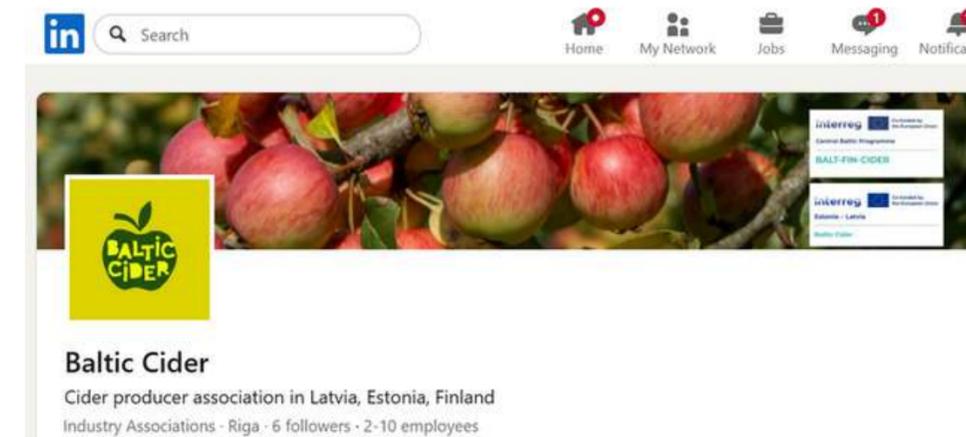
www.balticcider.com



www.facebook.com/balticcider



www.instagram.com/baltic_cider

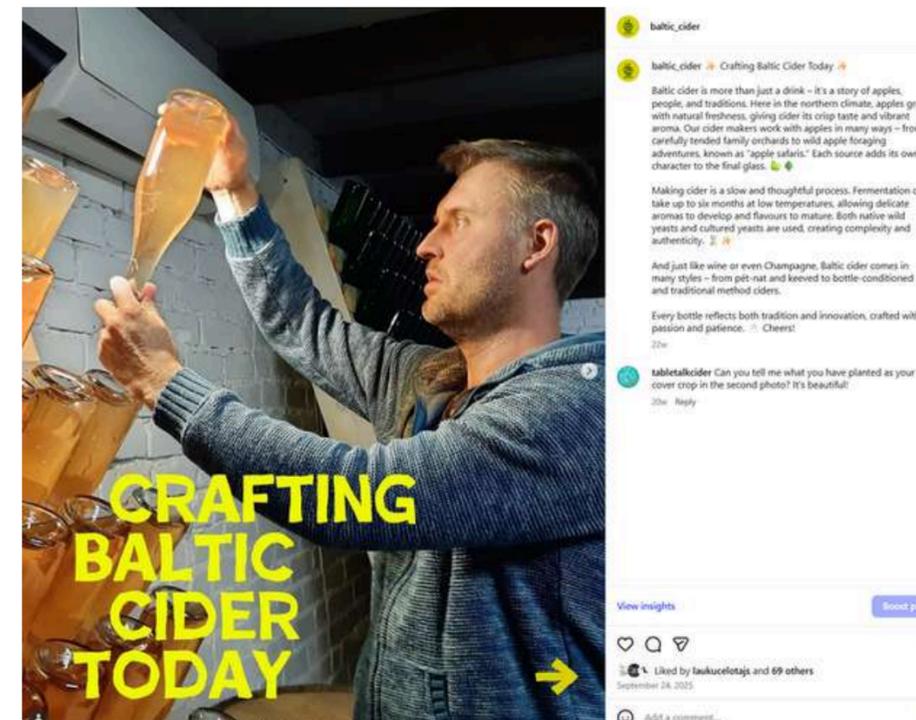
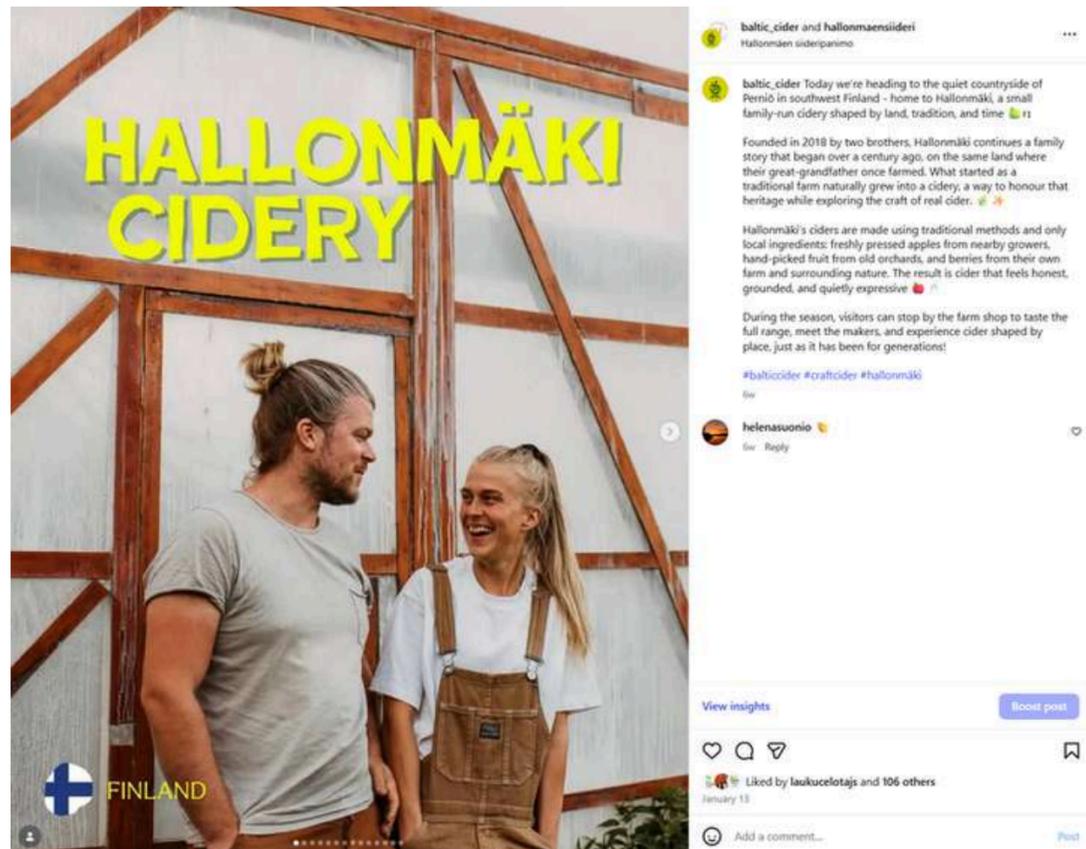
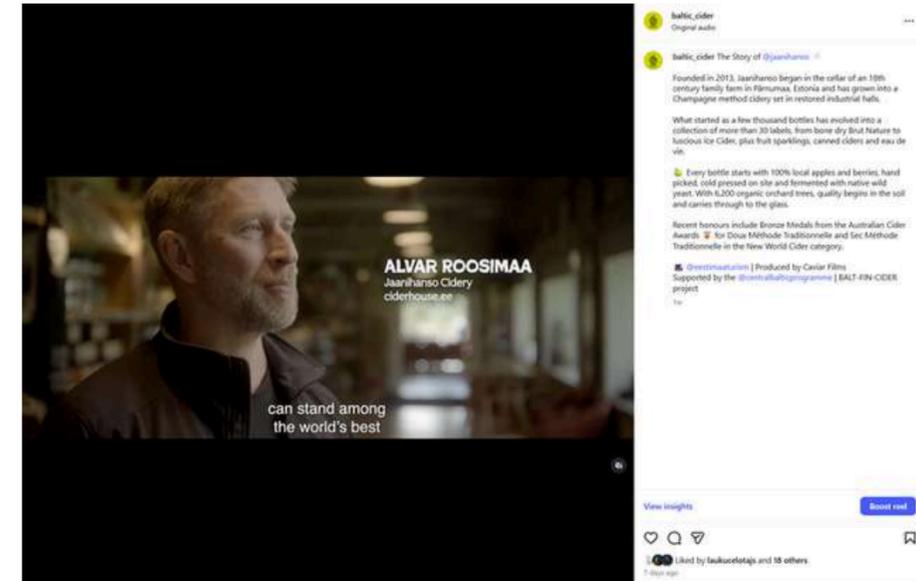


<https://www.linkedin.com/company/baltic-cider/>

Follow and share our news/posts, and feel free to suggest content!

SOCIAL MEDIA ACTIVITIES

Please tag us @baltic_cider



CIDERCON 2026 (USA)



The panel “World of Cider: The Baltic Region”, exploring cider cultures across Estonia, Latvia, and Lithuania, where tradition, terroir, and innovation meet. On February 5.

CIDERCON
PROVIDENCE
- 2026 -

I'M SPEAKING AT CIDERCON® 2026

February 2-5

Asnate Ziemele



Cider Share - Welcoming Reception on February 3.
Ciders from Pienjāni, Abuls Cidery, Mr. Plūme, and Lauskis



CIDERCON 2026 (USA) FEEDBACK FROM VISITORS



World of Cider: The Baltic Region

4.85/5

Amazingly informative, great questions asked and answered, and delightful presenters!

Love learning about cider from other countries

Great interaction after

This was such a fun lesson in what other people are doing in other parts of the world.

Always enjoyable to learn about a cider region that is less well known.

Didn't attend but these ciders were fantastic at the share

Fascinating session. Really love meeting panels from other countries.

It was really cool to hear from cidemakers in such an emerging market and learn how they are navigating the introduction of cider to their communities. They were all really well prepared and the content was engaging and informative. Also, it's nice to be building international relationships at a time of a lot of international tension

The panel was engaging, interesting, insightful and clearly passionate about the products that they produce. I wish them continued luck as they expand the cider culture of their nations.

A huge amount of fun, humour and insight. Questions were taken through the presentation which gave greater context for everything. The best presentation of the show.



The guest region panel is always a highlight and these guys represented their area very well.

Always enjoy the international sessions

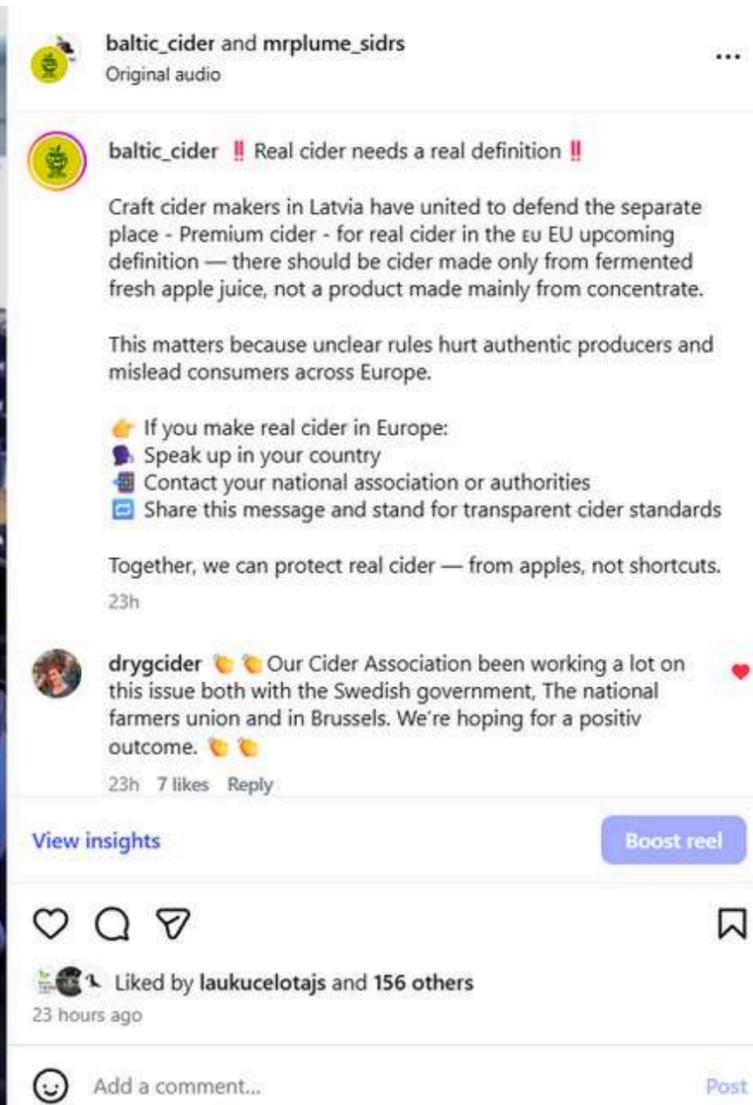
Latvian cider is really creative and dynamic they are lucky to have Asnate championing them. I would have liked to see an estonian, lithuanian or finnish maker on the panel though

Great view into another region

Awesome panel, great people

So incredible to learn about the ciders made in this region!

PROTECTING THE DEFINITION OF REAL CIDER IN EUROPE



The draft standard by the European Commission allows “cider” to be produced largely from concentrate, creating unfair competition and misleading consumers.

Our proposal (Latvia):

- “Premium Cider” = 75% fresh pressed apple juice
- “Cider” = at least 50% juice (from fresh juice or concentrate)
- Cider-based drinks” = minimum 20% juice
- Concentrate as the main raw material permitted only in “Cider-based drinks”
- Mandatory labelling of the exact % of fresh juice and juice from concentrate on all categories

Remaining key points under discussion:

- Clear minimum juice content thresholds (50% for cider, 20% for cider-based drinks)
- Full transparency on packaging regarding fresh juice vs concentrate content

We stand for fair competition, consumer trust, and clear, transparent cider standards in Europe.

BALTIC CIDER CONFERENCE

IN RIGA, LATVIA

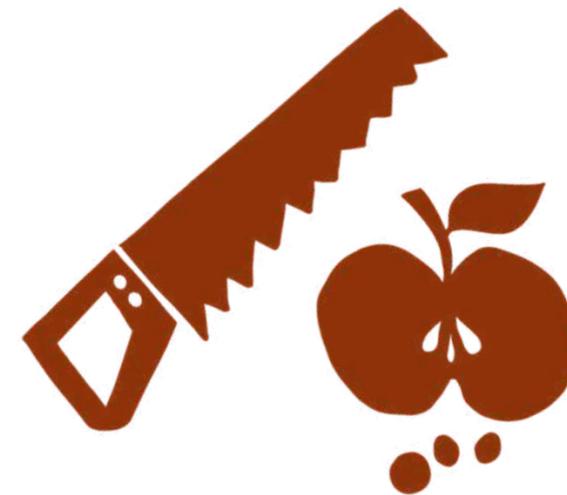
- AUTUMN 2026 OR SPRING 2027

Topics such as

- the impacts on cider quality
 - defining the taste of the Baltic Cider brand - science-based
 - international recognition for Baltic Cider
 - exchanging experiences
 - generating new cooperation initiatives
-
- International speakers - ???
 - Experience exchange trip to Latvian cideries???



Which topics would you like us to include?



Interreg  Co-funded by
the European Union

Estonia – Latvia

Baltic Cider

OTHER CIDER EVENTS ???



Baltijos Sidro Festivalis / Baltic Cider Festival

📅 2026-06-06, šeštadienis ⌚ 15:00

📍 Aludariai Story Cellar, Aludarių gatvė, Vilnius, Vilniaus m. sav., Lietuva

bilietai nuo
39,00 €

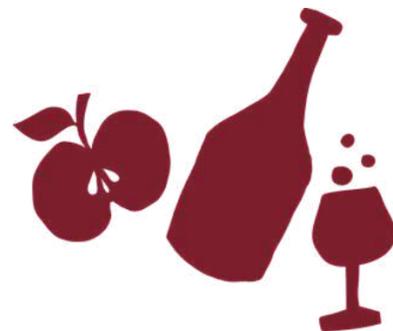
[Pirkti](#)



**BALTIC CIDER
FESTIVAL**

**BALTIJOS SIDRO
FESTIVALIS 2026**
WWW.BALTICCIDERFESTIVAL.COM

2026.06.06
ALUDARIAI STORY CELLAR
ALUDARIJŲ G. 3, VILNIUS



PROJECT PARTNER MEETING

Meetings:

- Kick off meeting June 12 (Rīga) - Latvian Country Tourism Association "Lauku ceļotājs";
- 2nd partner meeting September 8 (Pärnu) - NGO Estonian Rural Tourism
- 3rd partner meeting March 3 - 4 (Salo/ Mathildedal, Finland)

Next face-to-face meeting – September/ October, Latvia?

FYI: EST-LAT meeting in the beginning of June (online?)

