

Knowledge-driven Baltic Cider Production and Branding for Growth and Competitiveness of SMEs

BALTIC CIDER

5th Project Partners' Meeting

9 June 2026 | Turkalne, Latvia

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Agenda



9.06.2026.

- **12:30-13:00** / Lunch at Turkalne Manor
- **13:00-15:00** / Project partner meeting
- **15:00-15:30** / Coffee break
- **15:30-17:30** / Project partner meeting
- **17:30-19:00** / Excursion at Turkalne Manor
- **19:00-20:30** / Dinner at Turkalne Manor

10.06.2026. (within Balt-Fin cider project)

- **9:30-11:30** / Sensory analysis training
- **11:30-12:20** / Lunch at Turkalne Manor
- **13:00-14:30** / Excursion at Mr. Plūme Cidery

WP2 Solution piloting



Activity 2.1. Know-how Baltic Cider conference

 **Objective:** Connecting Baltic and Nordic cider experts to *define the unique taste of Baltic Cider* and foster *international recognition*.

Event joined with Riga Cider-Cheese festival

Time: May 2027, Riga

Total: 80 (20 EE, 50 LV, 20 international)

Audience:

- Craft cider makers, cider experts
- Horticulture and research institutions
- Training sectors (horticulture, beverage production)
- Catering (restaurants, bars)

Key Topics



Cider Quality Impacts - Discussing how different factors influence cider quality.



Defining Baltic Cider Taste - Exploring the unique taste profile of the Baltic Cider brand.



Networking & Cooperation - Building partnerships across the Baltic, Nordic, and broader European regions.



Pilot cider degustation



WP2 Solution piloting

Activity 2.2. Experience Exchange and Training

Start period 1 (month 1-4) to End period 9 (month 33-36)

Experience exchange combined with partner meetings and SMEs training

9 June:

- partner meeting at Turkalne Manor, visit to manor house complex

10 June (within Balt-Fin cider project):


- sensory analysis training by Krišjānis Putniņš
- visit to Mr. Plūme Cidery

WP2 Solution piloting



Activity 2.3. Piloting

Start period 2 (month 5-8) to End period 8 (month 29-32)

 **Objective:** Enable *innovative cider production* by supporting SMEs in producing experimental batches that use *analysis-based apple selection* and *terroir insights* to achieve desired cider qualities and strengthen the Baltic Cider brand.

Pilot cider ideas:

- 1.-3. **Mr. Plūme, Abuls, Herbsts** - to explore the impact of wooden barrels on the quality, aroma, and structure of cider.
4. **Lauskis Winery** - to create a hopped cider.
5. **Tālava Cider** - to make cider using the maceration method.
6. **Mūrbūdu Cider** - to create a cider fermented in the old-fashioned way together with honey and flowers.



WP2 Solution piloting

Activity 2.3. Piloting

Pilot cider ideas:

7. **Sabiles Sidrs** – needs to be clarified.
8. **Jaanihanso Cidery** – to produce and age single-variety ciders from two different local apple cultivars under strictly identical conditions using the traditional method.
9. **KODAS** – needs to be clarified.
10. **Tori Ciderfarm** – to make naturally carbonated cider in tanks, (charmat method) with residual sugar 10-20g/L, using locally grown crab apples, possibly combine with selected yeasts.

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.2. Promotional materials for craft Baltic Cider brand recognition

Start period 2 (month 9-12) to End period 8 (month 29-32)



Objective: Create visually engaging **promotional materials** to enhance recognition of the Baltic Cider brand, showcasing the unique seasonal aspects of cider production.





WP1 Solution Development

Activity 1.1. Analysis of the Terroir

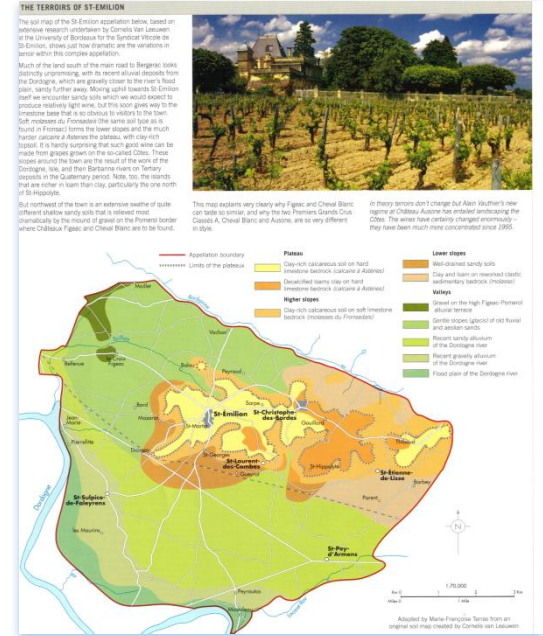
Start period 1 (month 1-4) - End period 6 (month 21-24)



Objective: Create a *Baltic Cider Terroir Map* to help cider makers and consumers understand the impact of terroir factors on apple quality and cider flavor.

Inspiration from Wine Industry

*Terroir maps widely used in wine regions to showcase environmental influences like **soil**, **climate**, and **topography** on grape characteristics.*




Terroir map example - link

WP1 Solution Development



Activity 1.2. Impact of apple varieties on the taste of cider

Start period 1 (month 1-4) to End period 6 (month 21-24)

 **Objective:** Provide cider makers with insights on how different apple varieties impact cider flavor by conducting a detailed *chemical analysis of apple and cider samples*.

Expected Outcomes

- ✓ **Help cider makers** set up experimental batches (piloting phase) based on analysis results.
- ✓ **Provide guidance** on selecting apple varieties and seedlings for future fruit garden optimization.




In 2025 – 134 samples collected

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.3. Promotional Baltic Cider video

Start period 5 (month 17-20) to End period 7 (month 25-28)

 **Objective:** Produce a **video** and **social media reels** to promote the Baltic Cider brand, focusing on Baltic terroir, craft cider makers' stories, and insights from the piloting phase.

Video «Baltic Cider Story» featuring Mūrbūdu Cider and highlighting the quality of apples grown in the Baltic region

 **Discussion: who will be responsible for making this video? ERTO or LC?**

WP3 Baltic Cider brand promotion for competitiveness



Activity 3.4. Participation in international fairs/events.

Start period 3 (month 9-12) to End period 9 (month 33-36)

 **Objective:** Engage with *international cider events* to expand Baltic Cider's market presence, foster global connections, and introduce the unique Baltic Cider brand to potential export markets.

| Event | Location | Date |
|---------------|-----------------|-----------------|
| CiderCon 2027 | San Antonio, TX | April 5-7, 2027 |
| ... | | |
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**Thank you for your participation and
dedication!**

**Next meeting – Autumn (NOV?) 2026 in
Estonia**

Interreg



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