
FINE FOODS NORTH

Exports of Artisan Cheese and
Complementary Fine Food products from
Latvia, Estonia, and Finland to the UK

Kick-off meeting
06.07.2026.

Project Partners and Project Duration

LCTA (LV) - Lead partner * ERTO (EE) * YRITYSSALO - Business Salo (FIN)

Project duration: 36 months

01 Jul 2026 - 30 Jun 2029

Period 1:
31.12.26
M1-M6

01.07.26 -

Period 4:
M19-M24

01.01.28. - 30.06.28.

Period 2:
30.06.27.
M7-M12

01.01.27. -

Period 5:
M25-M30

01.07.28 - 31.12.28

Period 3:
31.12.27
M13-M18

01.07.27 -

Period 6:
M31-M36

01.01.29. - 30.06.29.

Outputs and Results to Achieve

Output 1.1

SMEs prepared for exporting to other markets with focus on the UK market.

Target value: 40 SMEs

Output 2.1

SMEs introducing Northern Baltic Cheese and Fine Foods brand as a marketing innovation to achieve sales in the UK as a new export market.

Target value: 15 SMEs

Programme Result Indicator:

Companies with achieved sales and contracts to new markets

Target value: 15 SMEs

Project Work Plan

WP 1

Building SME Capacity for UK Market Entry.
(Activities 1.1. - 1.5)

WP2

Promotion and Sales Support activities
in the UK.
(Activities 2.1 - 2.4)

Activity 1.1. Open Call and Criteria for SMEs to Participate in the Export Network

SMEs - producers of cheese and complementary products: jams, marmalades, biscuits, soft drinks and others— that naturally pair with cheese.

1. Criteria for SMEs to participate:

- a. adequate export capacity
- b. registered with the food authorities
- c. sufficient English-language skills
- d. ... to be defined by partners - deadline?

2. Public launch of the call - when?

3. Online info session for SMEs

The call will be launched publicly by reaching out to SMEs and inviting them to an online information session, where the project team will outline the planned activities for developing sales in the UK as well as the participation conditions. - when?

D.1.1.1 Open call for SMEs launched. SMEs participating in the open call.

Delivery Period: 2, 01.01.27. - 30.06.27.

D.1.1.2 Open call for SMEs continued. SMEs participating in the open call.

Delivery Period: 4, 01.01.28. - 30.06.28.

Activity 1.2. Northern Baltic Cheese and Fine Foods Brand Identity for the UK Market Entry

Provisional name:
“Northern Baltic Cheese and Fine Foods.”
Suggestions?

D.1.2.1 Umbrella brand for the united Northern Baltic artisan cheese and fine foods: visual design, slogan, the story of the Northern Baltic product identity.

Delivery Period: 2, 01.01.27. - 30.06.27.

D.1.2.2 The Gourmet Guide to Northern Baltic Cheese and Pairings. A manual presenting Latvian, Estonian, and Finnish cheeses alongside complementary artisan foods. It highlights product quality, traditions, history, and other values to support marketing efforts in the UK.

Delivery Period: 2, 01.01.27. - 30.06.27.

EXAMPLES - logos, stylebook, product guide



Stylebook - Cheese



CHEESE ROUTE

*Adventure for
gourmands*

Siera
nokrāsa

Siena
guba

Pļavas
zaļais

Gardēžu
bordo

BALTIC CIDER PORTFOLIO

Latvia · Estonia · Finland



House Of Drinks, 2026

Interreg



Co-funded by
the European Union

Central Baltic Programme

Activity 1.3. Preparation and Training Support for SMEs (1)

Online training:

D.1.3.1 Export preparation **online training #1.**

TOPICS: rules and requirements, taxes, customs, labelling, market knowledge. **Period 1:** 01.07.26 - 31.12.26

Content preparation, lecturers, dates by partner countries?

D.1.3.2 Export preparation **online training #2.**

TOPICS: updates on market conditions, sales, and upcoming promotional events. **Period 3.**

D.1.3.3 Export preparation **online training #3.**

TOPICS: Updates on market conditions, sales, and upcoming promotional events. **Period 5.**

Activity 1.3. Preparation and Training Support for SMEs (2)

D.1.3.4 Export preparation face to-face workshops.

- **Twice a year**
- **Along with partner meetings** in project partner countries, for SMEs to meet with experts and the project team for exchange, brainstorming, analysis of activities and example.
- Combined with visits to producers of cheese and other fine foods.

1st training date, contents, lecturers, place?

D.1.3.5 The Export Guideline to the UK for Cheese and Complementary Products.

Training support material based on the contents created for the online and face-to-face training events by the experts and project team. Printable, online and presentation format.

Delivery Period 4, 01.01.28. - 30.06.28.

SME de minimis

Funding is granted under the General Block Exemption Regulation Article 20a.

The project must confirm that it respects the threshold of aid for companies, set at up to 22 000 Euro per company.

template

[GBER-Art_20a_aid-counting_template.xlsx](#)

Training Topics

From the project proposal:

- Overview of the UK fine food market: market expectations and consumer demand (understanding key drivers of sales, packaging and language choices, current trends, etc.).
- Rules, regulations, and procedures: labelling, taxation, customs, importing, and selling in the UK (with focus on cheese and project-specific product groups).
- Quality aspects: defining high-quality cheese and complementary fine foods.
- International competitiveness of regional cheeses and complementary foods – strengths and weaknesses.
- Preparation for and participation in world cheese and fine food competitions.
- Creative pairing of cheeses with fine foods and beverages.
- Additional topics proposed by the participating SMEs.

Activity 1.4. Events in Source Countries to Raise the Recognition of Fine Food Artisan Sector.

D.1.4.1 Jokioinen wine & cheese festival in Finland. Cheese, fine foods etc. pairing workshop. **August 2026.**

D.1.4.2 Local Food Days in Finland. Food photography workshop and export related workshop. **September 2026.**

D.1.4.3 SME workshop focused on artisan cheese, featuring a food blogger and a professional chef, during the **Month of Estonian Food.** **September 2026.**

D.1.4.4 Producer focused tasting workshop, with professional evaluation. Part of the **Uma Mekk Fair in Estonia.** **November 2026.**

D.1.4.5 Project presentation at the **Āgenskalns Cheese Festival in Riga, Latvia.**

D.1.4.6 Project presentation at the **Riga Food exhibition.** **September, 2026.**

D.1.4.7 International event - Cheese and Fine Foods Assembly.
Project Period 5 01.07.28 - 31.12.28

Activity 1.5. Experience Exchange Visits for SMEs

D.1.5.1 Experience Exchange Programme in the UK.

A multi-day programme with arranged visits for the SMEs and project team from LV, EE, FIN.

- aligned with one of the sales support and promotion events planned under WP2 to optimise costs and efficiency.
- will include visits to and meetings with cheese and artisan food producers, as well as, where possible, representatives of the HORECA sector and retailers.

Delivery Period 3: 01.07.27 - 31.12.27

Activity 2.1. Promotion and Sales Support Activities in the UK

D.2.1.1 Sales presentation and tasting event#1.

For potential buyers in retail and HORECA sectors. A sales manual will be produced for the event to provide descriptions of the featured products and their producers.

Delivery Period 1, 01.07.26 - 31.12.26

Time, place, preparations?

D.2.1.2 Sales presentation and tasting event#2. Delivery Period 2.

D.2.1.3 Sales presentation and tasting event#3. Delivery Period 3.

D.2.1.4 Sales presentation and tasting event#4. Delivery Period 4.

D.2.1.5 Sales presentation and tasting event#5. Delivery Period 5.

D.2.1.6 Sales presentation and tasting event#6. Delivery Period 6.

Activity 2.2. Promoting to UK Buyers via International Fine Food Industry Events

D.2.2.1 Participation at World Cheese Awards 2026 in Cordoba, Spain. **Delivery Period 1**, 01.07.26 - 31.12.26

[How to register and submit entries into World Cheese Awards | Videos & Movies on Vimeo](#)

Entry deadline: 15 September 2026

D.2.2.2 Participation at World Cheese Awards 2027. Delivery Period 3.

D.2.2.3 Participation at Salon du Fromage et des Produits Laitiers 2027 or an equivalent event. **Delivery Period 2.**

D.2.2.4 Participation at Salon du Fromage et des Produits Laitiers 2028 or an equivalent event. **Delivery Period 4.**

D.2.2.5 Participation at Vakbeurs Foodspecialiteiten in Houten, NL.
Delivery Period 3.

Activity 2.3. Promotion and sales support materials

D.2.3.1 Promotional and sales support materials supporting activities 1.4. and 2.2. in the 2nd project period. Examples: flyers, posters, roll ups, videos and reels, photos and similar as required.

Delivery Period 2

D.2.3.2 Upgraded promotional and sales support materials supporting activities 1.4. and 2.2. in the 4th project period. The type and quantity of materials may vary as required.

Delivery Period 4

D.2.3.3 Northern Baltic Cheese and Fine Foods web platform.

Presenting SMEs - artisan cheese and fine food producers and their products. Serving as a platform to connect producers and the potential market. Updated throughout the project lifetime.

Start Period: 1

Delivery Period: 3

Activity 2.4. Project communication to SMEs and general public

D.2.4.1 Media, press releases and social network coverage.

A summary of media and social network coverage - online, printed, broadcasting, posts in partner organisation profiles in social networks, etc. will be produced **each project period**.

Project management

Operational and steering functions will be separated by having:

- 1) a Project management Group (PMG) responsible for the operations;
- 2) the Steering Group (SG) for the steering function.

Both will be approved in the project partner meeting.

Tasks to start in the 1st period and agreed deadlines

Activity	Description	Deadline/date
A.1.1. Open Call	Open call criteria	
	Online info sessions for SMEs	
	Open call launch	
A.1.2. Brand Identity	Brand name, visual design, slogan, story - preparations	
	The Gourmet Guide to Northern Baltic Cheese and Pairings - structure	
A.1.3. Training Support	Export preparation online training #1.	
	Export preparation face-to-face training, partner meeting	
A.1.4. Events in Source Countries	Upcoming project presentation events for target audience SMEs in partner countries - preparations	
A.2.1. Sales presentation event#1	Event for potential buyers in retail and HORECA sectors. Sales manual - Time, place, preparations	
A.2.2. World Cheese Awards 2026	WCA 2026 in Cordoba, Spain - prepare and disseminate info to SMEs	
A.2.4. Communication	Project info on partner web sites, social media	