
FINE FOODS NORTH

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

Partner meeting
13.08.2026.
Tallinn

Interreg



Co-funded by
the European Union

Central Baltic Programme



Lauku Ceļotājs
Baltic Country Holidays

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

Proofs of sales

Indicators

Programme Objective 1

For Programme Objective 1 projects, the result indicator „Companies with achieved sales and contracts to new markets“ is used.

Sales should be achieved by target group companies via joint actions to the new markets (markets outside EU/EFTA).

Counted for the result the company should have, for example, written or digital contract, proof of transaction with buyer from the targeted market for delivery of goods or services or other equal written/digital proof.

Sales for tourism sector and other service sectors are counted if foreign buyer uses the service within the Central Baltic programme area - purchases by tourists from targeted markets.

The project partners are responsible for keeping records on participating companies and their achieved sales (name of company, name of contact person, proofs of the sale/contract). Confidentiality rules apply: no information on sales and deals will be disclosed without the permission of the concerned company.

For numeric results the unique companies are counted and aggregated on project level over project duration.

Reporting by the projects will take place annually from the 2nd full year of the project implementation. Last overall count of results will be reported by the projects 1 full year after project has ended.

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.

Project Implementation webinar for the 5th call projects.

As informed earlier in the Lead partner seminar the Joint Secretariat will organise a **Project Implementation webinar** for the 5th call projects. The webinar takes place on 8 September at 13-16 o'clock (EET) and on 9 September at 13-16 o'clock (EET). The webinar is organised via Zoom. You will get the link to the webinar after your registration.

The aim of the webinar is to provide support and tools for the project implementation and reporting. **All project partners are invited to participate in the webinar. Thus, please forward this message also for your project partners.**

Registration for the webinar is now open. Registration includes a possibility to send questions related to the project implementation prior to the webinar. **The deadline for the registration is 3 September.** You can find the link to the registration here: [Project Implementation Webinar - September 2026](#) Please do register each participant separately.

You can find the webinar draft agenda [here](#).

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, drinks and others— that naturally pair with cheese.

1. Criteria for SMEs to participate:

.... (next slide)

1. Public launch of the call

- Lists of SMEs (products)
- **Online info session, September 8**

2. 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?**

Start Period: 1 . The call remains open throughout the project.

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.

Open Call Criteria - discussion

<https://docs.google.com/document/d/1BdlmLEmqxEexYufP4a9LHWHqZSYvj2V9Qw1eyx8-rKw/edit?tab=t.0>

Open Call participants:

- Artisan cheese producers
- Specialty food producers (jams, marmelades, crackers, biscuits, beverages, honey, chutneys, jams, pickles, beverages, etc.)

Criteria:

- Registered with the national food authorities and compliant with food safety regulations.
- Producing from natural local high quality ingredients.
- Interest in and sufficient production capacity for exporting the produce to the UK.
- Ability to communicate in English.
- Willingness to collaborate in promoting the products under the common brand “Northern Baltic Cheese and Fine Foods” (tentative brand title).
- Willing to actively participate activities, meetings, training and UK promotion.
- Willing to contribute own resources in participation in marketing and sales events, training, and consultations. (do you expect to contribute...)

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

**Provisional name:
“Nordic-Baltic Cheese and Fine Foods.”**

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

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Central Baltic Programme



FINE FOOD NORTH

*Adventure for
gourmands*



CHEESE
ROUTE



FINE FOOD
NORTH



Lauku Ceļotājs / Baltic Country Holidays
Published by Anna Paleione · 1. Jūlijs · 🌍

Satiec **Virbotnes** saimnieci Modru Siera tirgū 5. jūlijā - **Slow Food Straupe tirdziņš**.
Nobaudi Virbotņu kazas piena sieru un mājās gatavotu saldējumu. 🍦 🧀

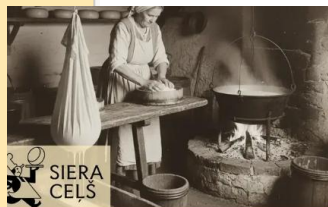




DALĪBNIEKI



- | | | | |
|---|--|--|---|
| 1 Nicas siers
"Sapatti" – 1. Nicas p.,
T. 28301687 | 10 Soira
Birnieku iela 8, Ādažu nov.,
T. 29108565 | 19 Dvietes īstais
lauku saldējums
ZS Ozolāji, Dvietes p.,
T. 20033794 | 27 Mežinieku mājas
Gūtenī, Aglonas p.,
T. 29234425 |
| 2 ZS Juri
"Juri", Lubāni, Rušonas p.,
T. 29182355 | 11 Ievas siers
Dimanti, Bebrus p.,
T. 26446159 | 20 AS Lazdonas piensaimnieks
Klētis, Lazdona, Lazdonas p.,
T. 26467187 | 28 Piensaimniece
Vita Petrova
"Upītes", Straupes p.,
T. 26875577 |
| 3 Rehtšprehera siers
"Mazlauri", Lēdurgas p.,
T. 26424098 | 12 SIA Pakalniēši
"Pakalniēši", Stradu p.,
T. 26513644 | 21 Kaziņas Bonijas siers
"Snikeri", Jumurdas p.,
T. 29135515 | 29 PKS "Straupe" |
| 4 SIA Līčiņi LTD
"Līčiņi", Cenu p.,
T. 26453155 | 13 Virbotnes
"Virbotnes", Līmbažu p.,
T. 29444651 | 22 Lapsu Mājas siers
Ogres iela 4, Ogre, | |
| 5 Pilna Altas Bio
"Lauciņi", Brunavas p., | 14 SIA Siera ražotne
Parka iela 4a, Rauna, | | |



History

Discover the story of Latvian cheese from ancient times to today.



Traditions

Explore cheese-making traditions passed down through generations.



Cheeses

Learn about the diversity and unique character of Latvian cheeses.



Producers



Tours



Recipes

Cheese Producers and Dairies



Lapsu Mājas siers

Lapsu Mājas siers tiek gatavoti Ogrē mājražotāja Jāņa Lapsas virtuvē.



Krišjāņi Farm

"Lady of the House," "Garlic," "Raisin," "Chocolate Cottage Cheese Candy," etc.



Bendiku Dairy Sheep

The farm produces premium feta-style cheese and crispy Halloumi-style grilling cheese,



Slāņu Labumi Farm

"Slāņu labumi" farm produces wholesome goat's milk products.



Silmači

Silmači ir ģimenes saimniecība, kur no pašu kazu piena top dažādi kazas piena sieri.

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

Online training:

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

TOPIC: Market insights from the UK market (with a UK lecturer).

Period 1: 01.07.26 - 31.12.26

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.

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.

How can the original deliverables be changed to other events and later dates?

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?

Taste of Europe

the European Delegation to the UK and 19 EU London embassies hosted a “Taste of Europe” - a wide ranging event that brought together a high-level panel discussion with a vibrant food fair that united 45 companies and over 30 product categories from across 19 EU Member States in the beautiful surrounds of Sinfonia Smith Square right in the heart of Westminster. **April/May 2027 in LV (EE/FIN?) Embassy**



Delegation of the European Union to the United Kingdom of Great Britain and Northern Ireland

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EEAS > [United Kingdom](#) > [Taste of Europe 2026 – Celebrating European foods and discussing food politics in geopolitically challenged times](#)

Taste of Europe 2026 – Celebrating European foods and discussing food politics in geopolitically challenged times

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 21.04.2026  [Press and public diplomacy team](#)

MORE STORIES



STORY

'Reflections on EU diplomacy' - a fireside discussion with Ambassador Serrano

 22.07.2026

Activity 2.1. Promotion and Sales Support Activities in the UK

Specialised trade fairs and exhibitions in the UK. Examples:

- International Cheese & Dairy Expo, Staffordshire County Showground, UK - 23-24 Jun, 2027
- International Food & Drink Event (IFE), London, UK - 5-7 April 2027

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.

Collection point of cheeses for Baltic Countries + Finland also in Riga



Andalucía-Gusto del Sur International Cheese Festival 2026

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

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

D.2.2.3 Salon du Fromage et des Produits Laitiers (once in 2 years, not in 2027) or [Bra cheese festival, 14-22 Sept, 2027](#). **Delivery Period 2.**

D.2.2.4 [Salon du Fromage et des Produits Laitiers, 11-13 Jun, 2028](#) or an equivalent event. **Delivery Period 4.**

D.2.2.5 Participation at [Vakbeurs Foodspecialiteiten in Houten, NL](#) in 2027, Sept. Data and place - TBC
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

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](#)

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**.

Tasks to start in the 1st period and agreed deadlines

Activity	Description	Deadline/date
A.1.1. Open Call	Open call criteria	5.09.2026
	Online info sessions for SMEs	8.09.2026
	Open call launch	8.09.2026
A.1.2. Brand Identity	Brand name, visual design, slogan, story – preparations, draft version	30.09.2026
	The Gourmet Guide to Northern Baltic Cheese and Pairings	30.06.2027
A.1.3. Training Support	Export preparation online training #1.	Estonia speaker?
	Export preparation face-to-face training, partner meeting	9-10.03.2027
A.1.4. Events in Source Countries	Upcoming project presentation events for target audience SMEs in partner countries - preparations	8.09.2026
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	continues
A.2.4. Communication	Project info on partner web sites, social media	30.09.2026

Next project meeting?

- Spring 2027 - March 9-10.03., Helsinki + cheese visit