



Lauku Ceļotājs
Baltic Country Holidays



Latvian Country Tourism Association "Lauku ceļotājs"

Asnāte Ziemeļe

8.09.2023, Rīga, Latvia

www.countryholidays.lv/ciderroute



Who we are?!



Baltic Country Holidays

Professional Association in tourism, founded 1993, staff ~11.

Rural tourism product development, marketing, lobbying.

Members ~ 400 rural entrepreneurs: accommodation and catering businesses, producers of food and beverages, artisans, active and nature tourism service providers.



The beginnings of Latvian craft cider

A tall, elegant glass filled with a golden craft cider, topped with a thick, creamy head of foam. The glass is positioned in the center-right of the frame. Surrounding the glass are several fresh apples, some red and some yellow-green, resting on a white surface. The background is a soft, out-of-focus light blue and white, suggesting a bright, airy setting.

The cider culture in LV began to develop about 20-25 years ago, when the first cider producers, inspired by the traditional cider countries, saw interesting prospects for the local apples.

More rapid cider producing development in the last 10 years. Today producing ca 500 000 liters of craft cider

What makes Latvian cider special?

A light purple map of Europe is visible in the background. The country of Latvia is highlighted in a dark green color, indicating its geographical location in Northern Europe.

Nowadays **Latvia is a land of apples**. Since the beginning of the 20th century, apple trees have been the **most cultivated tree in Latvian orchards**.

The cooler Northern European **climate**, clayey sandy soils, moderate summer, and relatively long non-vegetation period gives the Baltic cider a pronounced apple aroma, medium to light structure and a distinctive acidity.

Classic Baltic ciders are made from **locally grown traditional varieties** of autumn or winter apple sorts.

The technology of cider production is different from the traditional methods used in France and England. The Baltic cider is often made in a manner more **similar to white wine**. Wild fermentation is used as well.

Cider route

countryholidays.lv/ciderroute



In 2019, we started the cider road project with the aim of celebrating cider as a national drink and developing the cider road as a tourism product.



NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020



EIROPAS SAVIENĪBA
EIROPA INVESTĒ LAUKU APVIDOS
Eiropas Lauksaimniecības fonds
lauku attīstībai

Atbalsta Zemkopības ministrija un Lauku atbalsta dienests

Cooperation between Latvian craft cider producers



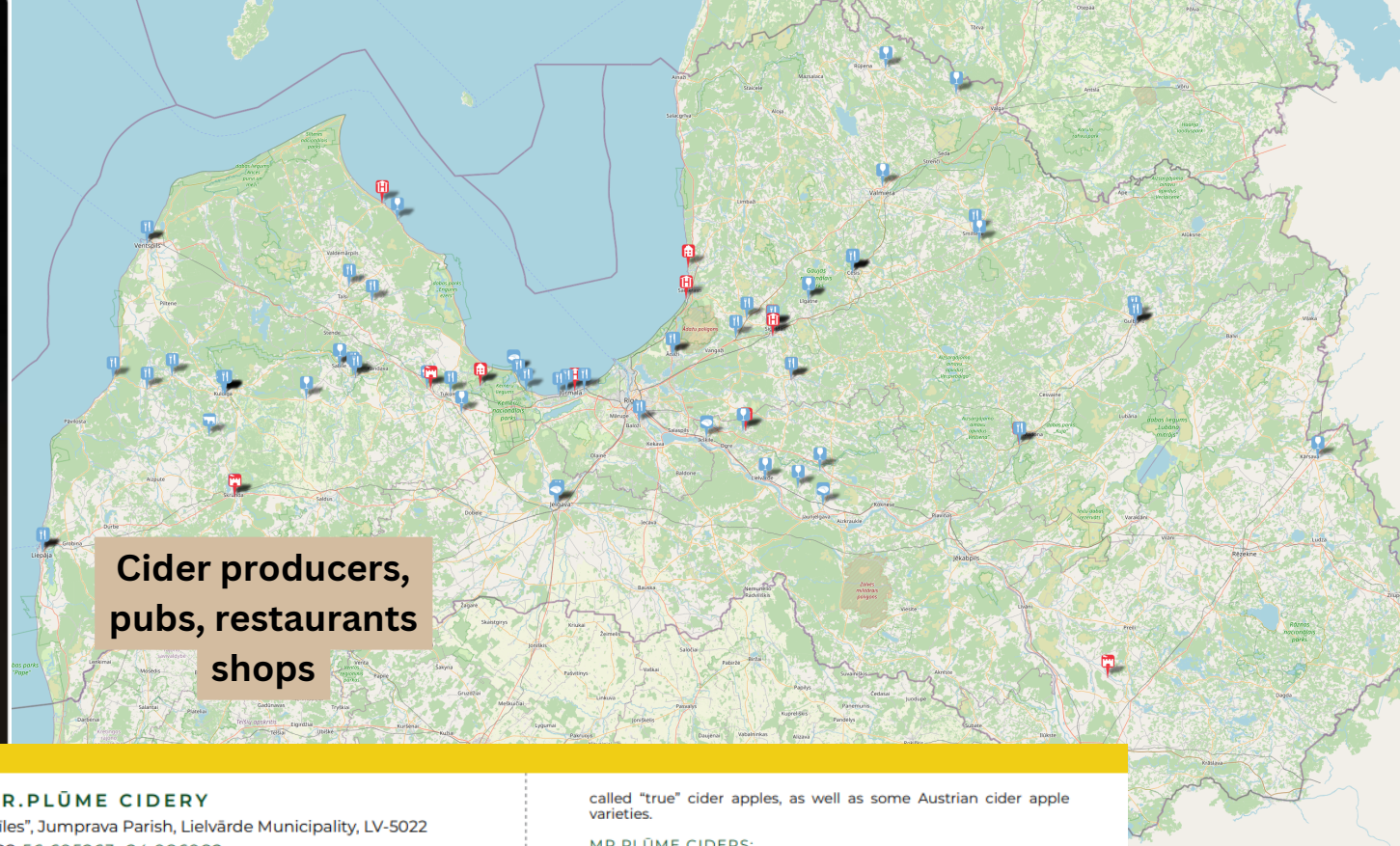
"Baltic Country Holidays"
- the umbrella organization
for Latvian craft cider
producers

THE STORY OF CIDER AND TRAVEL MAP



Latvian
apple
cider

CIDER ROUTE



Cider producers,
pubs, restaurants
shops

>>> Brochure and travel map

MR. PLŪME CIDERY

„Zīles”, Jumprava Parish, Lielvārde Municipality, LV-5022

GPS: 56.695263; 24.986982

Lielvārde 20km / Rīga 74km

HOSTS: MĀRIS PLŪME, DACE SMILTNIČE-PLŪME

✉ sidsr@mrplume.lv ☎ +371 29631631, +371 28465427

🌐 www.mrplume.lv 📷 [mrplume_sidsr](https://www.instagram.com/mrplume_sidsr/)

📘 www.facebook.com/mrplumesidsr/



Mr. Plūme
JUMPRAVAS SIDRĀRIS

SEASON: JANUARY-DECEMBER

VISITORS:
groups (min. 10 people
or a fixed minimum price)

The Plūme family company is based in Jumprava and the owners have been making cider since 2010. Their cider making skills were gained and honed by learning and working at the best French and Austrian cideries, as well as by countless experiments of their own. The Mr.Plūme ciders have been awarded gold medals for two consecutive years at the SISA International Cider Awards in Spain. Their 1.5 ha big fruit orchard has apple trees, pear trees, and various berry bushes. The orchard includes rare and aromatic dessert apple varieties, various wild apple varieties, the latest apple selection hybrids, unusual varieties found along roadsides, and also the so-

called “true” cider apples, as well as some Austrian cider apple varieties.

MR. PLŪME CIDERS:

Naturally sparkling and still apple ciders, fermented either naturally (without adding yeast) or with the help of various wine yeasts. With each passing year, more and more premium line vintage ciders are made here, using from 1 to 4 self-grown special varieties of apple or pear that reveal and express the specific terroir of the land. The largest part of the ciders made here are dry ciders, however, there is always something for those who prefer their cider and fruit wines with a sweeter and fruitier flavour and aroma.

OTHER PRODUCTS:

Fruit and berry wines (rhubarb, blackcurrant), fruit and berry distillates.

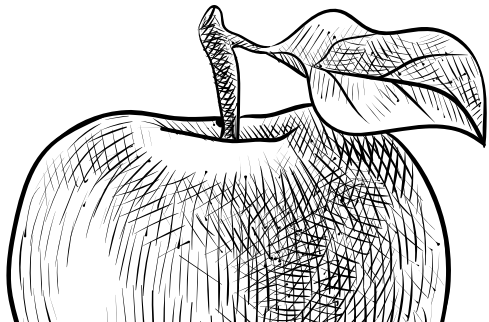
VISITOR PROGRAMME:

- a tour of the cidery
- hosts' insights into cider, its production process, different cider styles, and apples; their own story and a recipe for making cider at home
- a tasting of 5 types of drinks
- an instrumental guitar performance by the musician and host Māris Plūme, available by prior arrangement
- the possibility to purchase the produce of the cidery
- catering can be organised by prior arrangement

EVENTS:

Once a year, during the apple blossom, which is usually in the second week of May or at the end of May, the Apple Blossom Celebration is organised with the cidery opening its doors to everyone. Musical performances by the host.

defined
tourism offer



"Cider Route"



Web page celotajs.lv/ciderroute

Cider made in Latvia - history and traditions, events, cider producers, pubs, restaurants, shops, routes.

88 places:

16



Cider makers



Pubs, restaurants and shops



Routes

Promoting Cider Route for tourism professionals



FAM tours for
22 LV tour operators

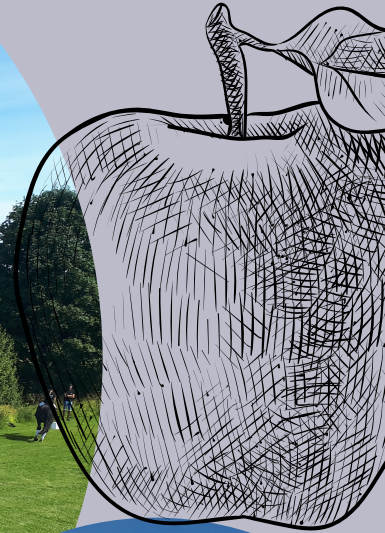
CIDER ROUTE THROUGH CHEFS' WORKSHOPS



9-course dinner,
cider + food,
For chefs, bloggers
and media

Rye bread and cider festival

brings 5000+ visitors



Apple harvesting festivals



12. SEPTEBRĪ
11.00-18.00

Atbalsta:



ATBALSTA TUKUMA
NOVADA PĀSVALDĪBA



Public event,
harvesting, apple
and cider tasting



Project BASCIL

Innovative Solutions for the Rural Food Production Sector to Diversify into Sustainable Culinary Tourism Services

15 partners in 8 countries work on solutions for **small local food producers** to be able to diversify their business into sustainable culinary tourism services, and thus reach new customers.

January 2023 - December 2025



Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

Next step project: Latvian-Estonian Cider Route

- Cross-border expertise in cider making and tourism
- Building up on previous achievements and experience
- Long term vision for further international expansion
- Project to be submitted in January 2024



Interreg
Estonia – Latvia



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