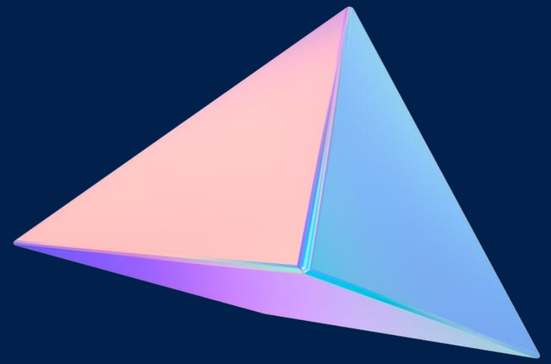
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LLTA «Lauku ceļotājs» valdes priekšsēdētāja Asnāte Ziemele

Dabas tūrisma un pārtikas produktu eksports

NAT-TOUR-EXPO
Baltijas dabas tūrisms - Apvienotās Karalistes mērķa tirgus apgūšana

BALT-FIN-CIDER
Baltijas un Somijas īstā ābolu sidra eksports uz Austrāliju

FINE FOODS NORTH
Latvijas, Igaunijas un Somijas amatniecības sieru un citu augstvērtīgu pārtikas produktu eksports uz Apvienoto Karalisti

NAT-TOUR-EXPO

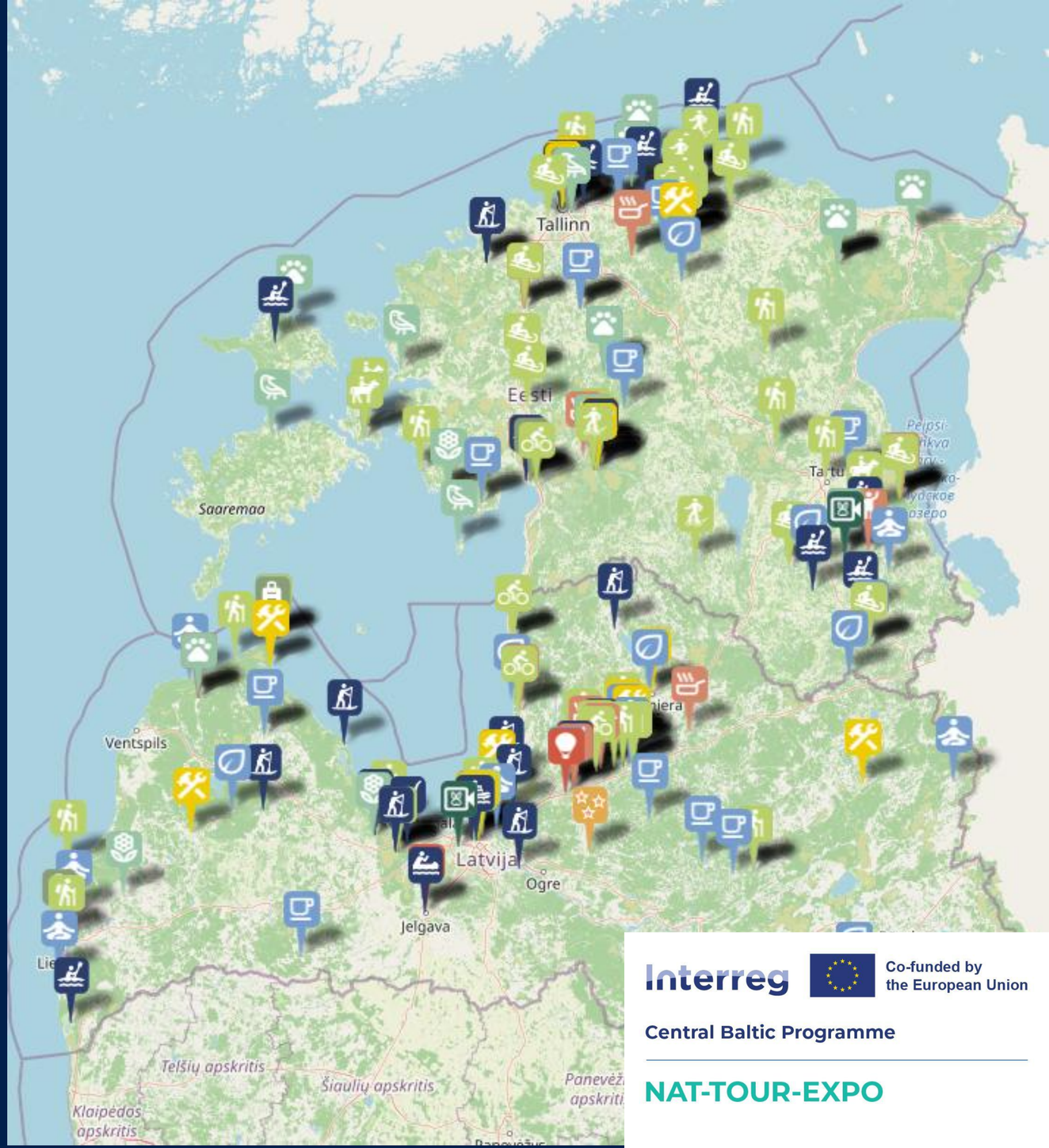
Baltijas dabas tūrisms - Apvienotās Karalistes mērķa tirgus apgūšana

147 uzņēmēji Latvijā un Igaunijā

kopīgs zīmols

BALTIC NATURE TOURISM

Latvia - Estonia



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Baltic Nature Tours







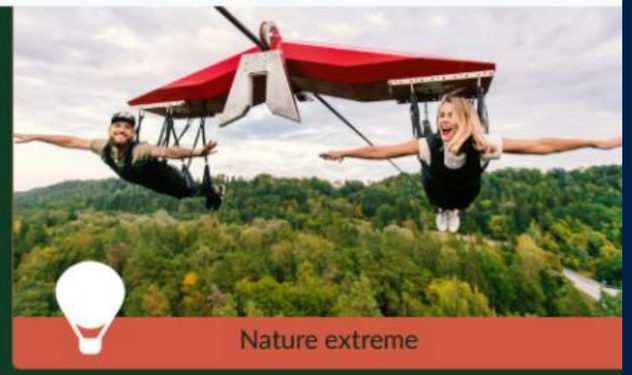


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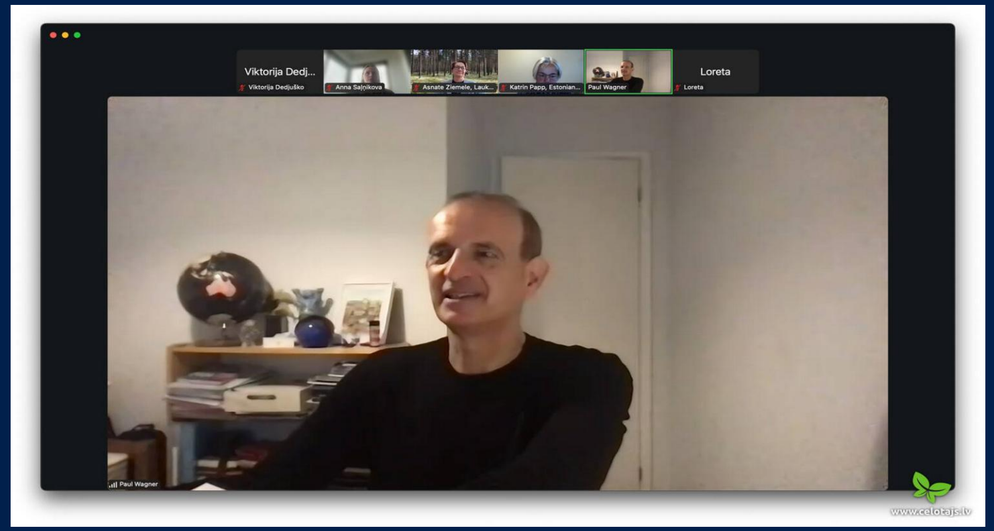
balticnaturetourism.com



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APMĀCĪBAS UN PIEREDZES APMAIŅA UZŅĒMĒJIEM









WHAT DOES A NATURE TOURIST NEED?

Accommodation and catering services in nature tourism

Asnate Ziemele, Baltic Country Holidays

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SPECIALIZĒTI MĀRKETINGA PASĀKUMI



Nordic Market Copenhagen



Captains Cruise



Latvia Towns&Country Hotel Breakfast

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TŪRISMA IZSTĀDES





PREZENTĀCIJAS TŪROPERATORIEM UK (Latvijas vēstniecība)







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IEPAZĪŠANĀS BRAUCIENI TŪROPERATORIEM UN MEDIJIEM











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NAT-TOUR-EXPO

TŪROPERATORU UN MEDIJU BRAUCIENS, Janvāris 2025





Baltic Nature Tourism presents the very best of nature and outdoor tours and activities from across Latvia and Estonia. Choose from the wide variety of nature and outdoor tours on offer, each safely taking you into wild and untouched nature.

TOUR OPERATOR / MEDIA **FAM TRIP**

January 28-31, 2025
LATVIA / ESTONIA

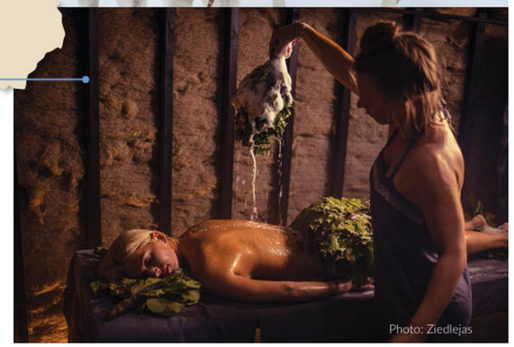
This FAM trip invites UK tour operators and media representatives to explore winter tourism in Latvia and Estonia. The program includes practical experiences in Latvian sauna rituals, dog sledding, nature hikes and many other nature activities. Participants will also visit local restaurants to sample Baltic cuisine and tour Soomaa National Park in Estonia, known for its bog trails. Through activities and community interactions, the trip provides insight into regional practices and seasonal tourism opportunities.


Photo: Soomaa.com


Photo: Soomaa.com




Photo: Dod kepu


Photo: Ziedlejas

Winter in Latvia and Estonia offers many activities, even without snow. January is usually cold, with temperatures between -3°C and -7°C, but the program is prepared for any weather, ensuring a rewarding experience.

Group guide:
Valdis Čeičs
Baltic Nature Travel
+371 20302261

Organization:
Asnate Ziemele
Baltic Country Holidays
+371 29285756
asnate@celotajs.lv

KAS PATIKA VISLABĀK?

- *As above, the close contact with nature, which seems to be lost in the western culture. The way of life is integrated with nature while respecting it and appreciating it's value.*
- *The sauna experience, which was totally surprising as I had no idea that you could experience anything like it.*
- *The surprise for me was the food , it was a little more colourful than I initially imagined.*

SECINĀJUMI

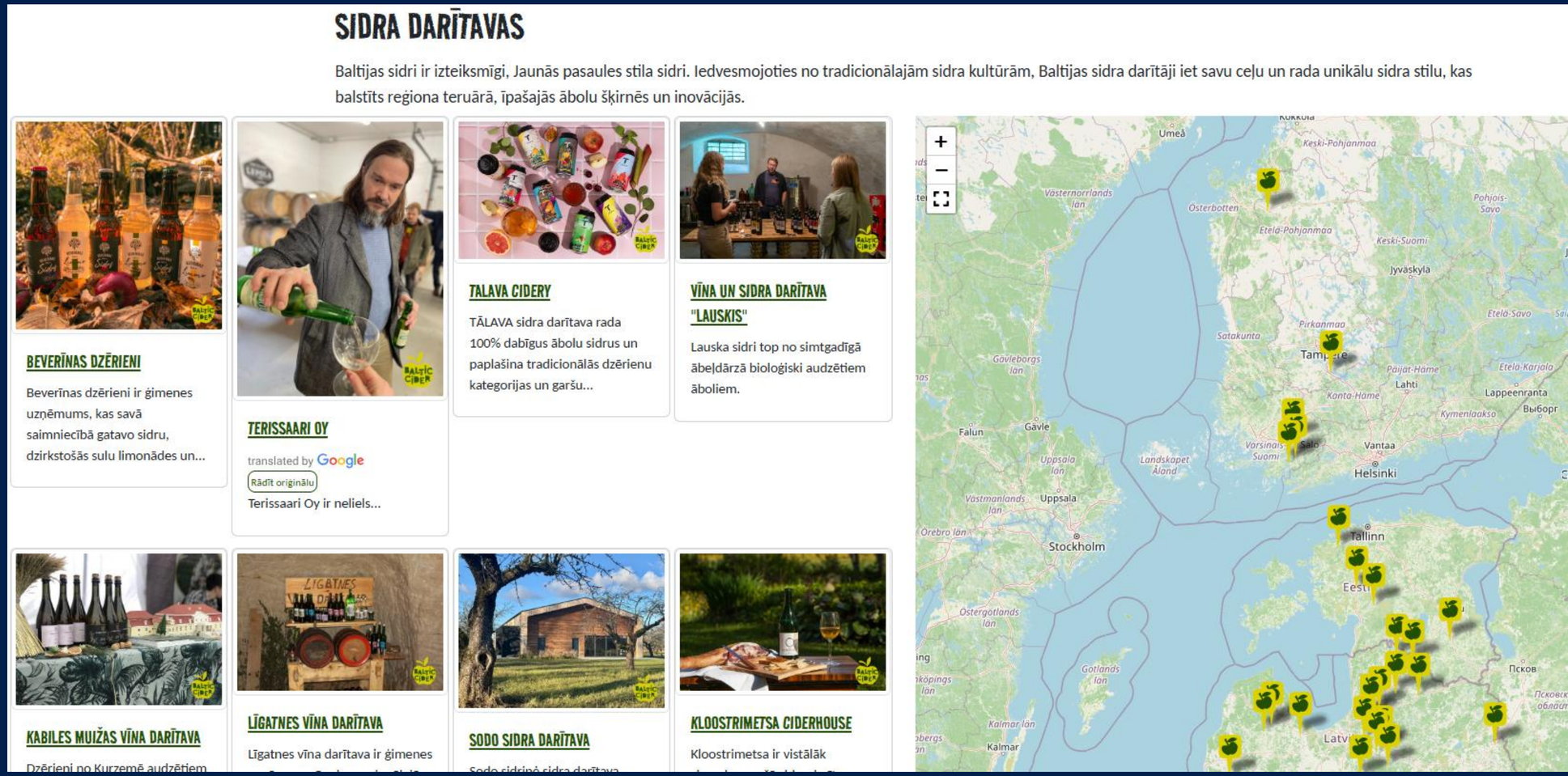
- *I found the trip very useful and informative. Was given a good taster of what was available as part of a tour.*
- *Great quality hotels and food and hospitality from the local guides.*
- *I think a bit more needs to be done in terms of advertising and promotion to encourage British visitors to come to the Baltics over other places that offer similar things and tours. There is a lot of opportunity out there and a long and invested campaign is needed to be seen over your competitors.*

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BALT-FIN-CIDER

Baltijas un Somijas īstā ābolu sidra eksports uz Austrāliju

https://balticcider.com/



25 īstā ābolu sidra darītāji Latvijā, Igaunijā un Somijā

kopīgs zīmols

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APMĀCĪBAS SIDRA RAŽOTĀJIEM







Vebinārs
“Introduction to the Australian Market”



Seminārs – sidra sensorā analīze

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PIEREDZES APMAIŅA SIDRA RAŽOTĀJIEM

Dārzkopības Institūts, Latvija



Lepola, Somija



Jaanihanso, Igaunija



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balticcider.com , Baltic Cider produktu katalogs, Baltic Cider Guide, Baltic Cider ziņas/avīze ....

TAKE A CLOSER LOOK AT THE WORLD OF BALTIC CIDER

Craft cider making is more than just a craft—it's a way of life in the Baltic countryside. Family-run cideries pour their passion into every bottle, producing ciders with care, creativity, and love.



DISCOVER BALTIC CIDER

Learn the craft, flavors, and traditions behind Baltic cider.

Start Your Journey



EXPLORE CIDERIES

Discover the cideries shaping the Baltic tradition.

Explore Our Cideries



NEWS & EVENTS

Stay informed about festivals, events, and the latest in Baltic cider.

See What's New









BALTIC CIDER

www.balticcider.com

news#4

October, 2026

BALTIC CIDER COOL BY NATURE

BALTIC CIDER IN AUSTRALIA: WHAT WE LEARNED ON OUR 3RD SALES MISSION

Our 3rd Baltic Cider Sales Mission to Australia in May this year brought Baltic cider makers together with importers, bars, retailers and cider fans across Sydney, Batlow and Melbourne – and gave us plenty to take home.

MELBOURNE: THE PLACE TO BE

Melbourne proved a particularly good match for Baltic Cider. There's a real appetite for new, unusual and interesting drinks, with a vibrant café and restaurant scene and an openness to innovative wines and ciders.
Our Beermash tap takeover was a highlight, with Baltic ciders flowing and a great response from customers. Mūrbūdu, Abavas and Jaanihanso ciders proved particularly popular. Definitely a market we'll be watching closely.

BATLOW: CIDER COUNTRY

At Batlow CiderFest, visitors really enjoyed tasting our ciders, with bottles selling well and Pīrula ciders standing out as particular favourites. The feedback was clear: Baltic cider has a place in Australia.
We also learned an important lesson about logistics. Australia's long distances, heat and changing transport conditions are tough on unpasteurised cider – especially when kegs are repeatedly connected and disconnected. For the Australian market, product stability and pasteurisation need to be taken very seriously.

SYDNEY: LESSONS LEARNED

Sydney was a tougher market to crack. Breaking into the mainstream drinks scene with lesser-known imported products is challenging, and our tap takeover didn't deliver the results we had hoped for. But that's exactly what a sales mission is for: testing, learning and finding where the fit is strongest.

AND NEXT STOP... BRISBANE?

We also met Aigars Strautiņš, Latvian Chamber of Commerce representative for Australia and New Zealand. His view? Brisbane could be a very interesting market for Baltic Cider – hot weather, year-round demand for refreshing drinks, and a strong market for low- and no-alcohol options. We're looking forward to exploring it further, with plans already taking shape for next year.

BALTIC CIDER ON THE NEXT TOUR IN AUSTRALIA: GOOD FOOD & WINE SHOW AND COMMUNITY EVENTS

From 20–28 October, the Baltic Cider team will be travelling through Brisbane and Canberra, meeting local cider makers, members of the Baltic community, industry contacts and cider enthusiasts, and presenting a selection of Baltic ciders at the Good Food & Wine Show in Brisbane.

BALTIC CIDER PORTFOLIO

Latvia · Estonia · Finland



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STARPTAUTISKI TIRGI, IZSTĀDES UN KONKURSI



ProWine, Singapūra



Cider World, Frankfurte

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EKSPORTA MISIJAS AUSTRĀLIJĀ

Australian Cider Awards konkurss * meistarklases sidru izplatītājiem * prezentācijas latviešu un igauņu namos * sidra festivāli * Tap takeover * tikšanās ar izplatītājiem un mazumtirgotājiem *

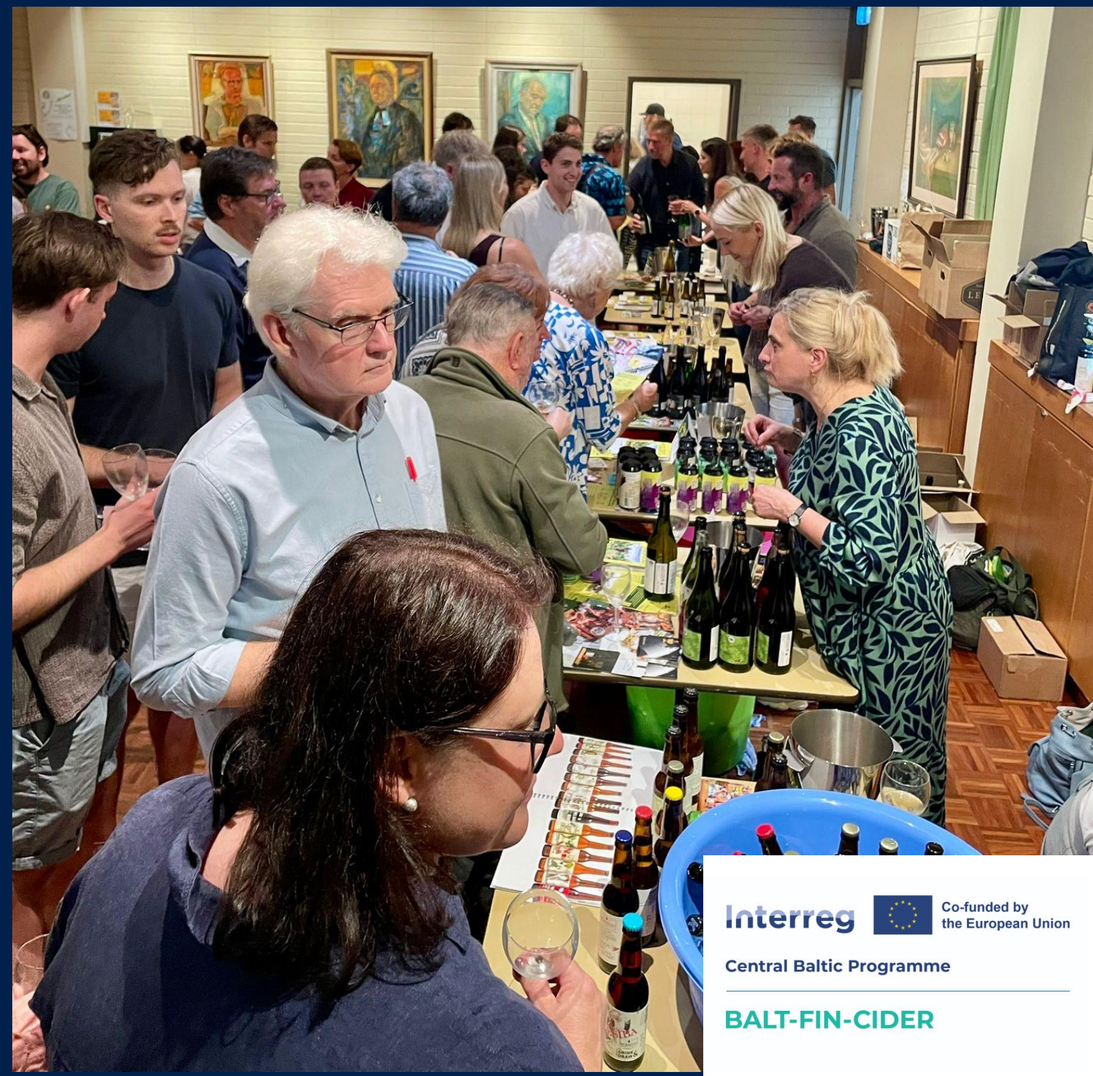
Sidneja – Batlow - Melburna



Adelaide



Sidneja – Melburna

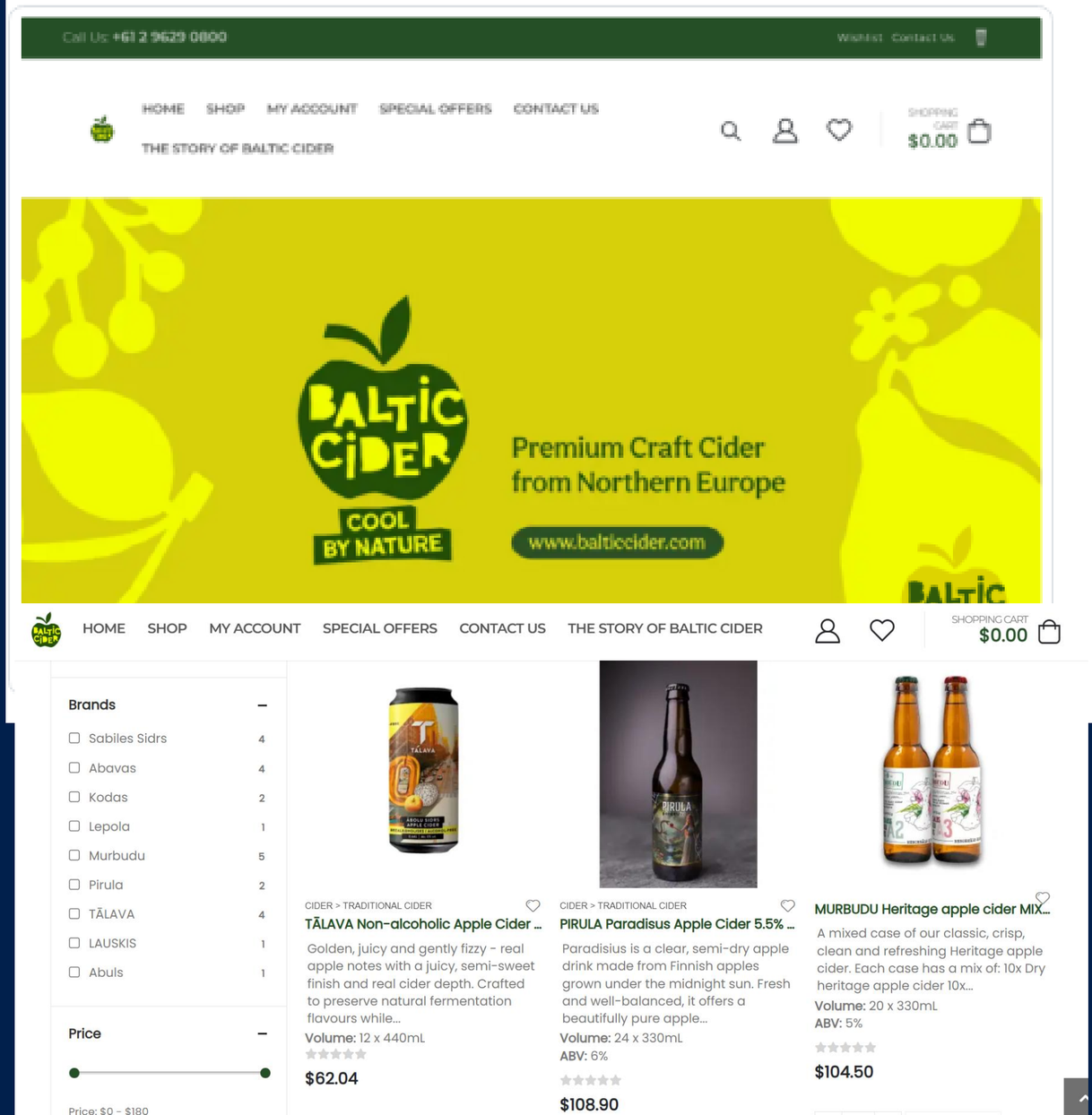


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BALT-FIN-CIDER

BALTIC CIDER IS NOW AVAILABLE IN AUSTRALIA



Looking for something different to drink?

Discover Baltic craft cider from Latvia, Estonia & Finland — made from real apples, with flavours shaped by the Northern climate.

Shop here:

Baltic Cider House of Drinks Australia

https://balticcider.houseofdrinks.com.au/browse/all-products

Australia-wide delivery

https://balticcider.houseofdrinks.com.au/

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FINE FOODS NORTH

Latvijas, Igaunijas un Somijas amatniecības sieru un citu augstvērtīgu pārtikas produktu eksports uz Apvienoto Karalisti







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www.countryholidays.lv