



Uncorking
WINE & CIDER
typicality

**MEDIA
REPORT**

July to December 2021

January 2021

Uncorking WINE & CIDER typicality

Uncorking rural heritage: indigenous production of fermented beverages for local cultural and environmental sustainability (2018-1-0682)

The project is funded by:



Implemented by:



Authors:

All project partners' communication managers

This media report is a summary of media relations activities implemented during the 2nd reporting period. The activities were implemented by nine project partners from 1 January to 30 June 2021.

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UNCORKING WINE & CIDER TYPICALITY
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The project Uncorking rural heritage: indigenous production of fermented beverages for local cultural and environmental sustainability is funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Regional Cooperation. The aim of the project is to foster the development of rural areas by improving common research capacity and knowledge dissemination applied to the “terroir” approach for wine and cider production in selected areas of Slovenia, Croatia, North Macedonia and Norway

1 Norway - Hardanger

1.1 Project social media posts

1.2 Articles in trade journals

- a) Teknisk Ukeblad (The Weekly Technical Magazine) 03.07.2021: [Teknologene ofrer trygge karrierer for å utvikle verdens beste sider](#) (The technologists sacrifice secure careers to develop the world's best cider.)



- b) Norsk frukt og bær (The Norwegian Fruit and Berry Journal) NFB 4-2021: [Sider- og råvarekvalitet - Litt om viktige stoff å måla](#) (Cider and quality of raw material - a little about important stuff to measure)



- c) Norsk frukt og bær (The Norwegian Fruit and Berry Journal) NFB 5-2021: [Smaken av eple frå Hardanger](#) (The taste of apples from Hardanger)



- d) Horecanytt(Journal for the food and beverage industry)16.09.2021: [Sidereventyret i Hardanger](#) (The cider adventure in Hardanger)

1.3 Press release and media coverage via The Norwegian Press Release Platform NTB

Arendalsuka: Sidereventyret i Hardanger(The cider adventure in Hardanger)

- a) [NTB Kommunikasjon \(16. Aug 09:10\)](#)

Presseinvitasjon: tirsdag 17. august kl. 16.00 Hva skal til for lykkes med å kompetanse- og næringsutvikling i distriktene? Se til Hardanger og den voksende klyngen av siderprodusenter, som samarbeider tett med forskningsmiljøer

What does it take to succeed in competence and business development in the districts? Look at Hardanger and the growing cluster of cider producers, who work closely with research environments.

b) c) d) and e): MSN.no, ABC Nyheter (ABC News Norway) and Radio Nordkapp



1.4 Articles in local newspapers

a) Hardanger Folkeblad - 24.08.21: [Bransjen får skryt av statsministeren](#) (The primeminister is bragging about the industry)



The newspaper "Hardanger Folkeblad" is joining the prime minister, when she is on Cidersafari and meeting the local ciderproducer at Akre farm in Hardanger. She is very impressed with the cider she is tasting, but also the ambitious industry and the adventure the all have created together. Development of rural areas and food is both very important for Norway, and the cider industry is developing both, and the key to rural development.

b) Hardanger Folkeblad, 24.08.21: [25 personar vil sitja i siderpanel](#) (25 persons want to be in a sensory panel in Hardanger"



The newspaper "Hardanger Folkeblad" has made an interview with Ingunn Øvsthus, a scientist and Marianne Hotle, departement engineer both working at NIBIO Ullensvang and responsible for getting the panle in place at Lofthus. They talk about the great interest in this panel localy, and who is interessted to do this and get this knowledge. NIBIO already has a sensory laboratory, it is the panel the project is developing.

c) Avisa Hordaland, 11.09.21: [Jakta på det sansuelle panel](#) (The hunt for the sensing panel)



The newspaper "Hordaland" was present when Nibio tested candidates for future sensory panels at Lofthus in Hardanger. A journalist writes about all that happened during the testing. This gave the reader a lot of information of what tasting is about, what a sensoory panel does and the complexity of this work. The artickle brought a lot of new information both about the tasting prossess and our project to all ist readers.

1.5 Event-invitations

a) [Forskningsdager i Odda](#) (Science days)28.09.2021

b) [Siderfestival en i Hardanger](#) (Cider festival in Hardanger) 09.10.2021

1.6 Articles published on the home pages of the project participants

a) NOFIMA 09.09.2021: [Sidereventyret i Hardanger](#) (The Cider adventure og Hardanger)



1.7

b) NIBIO, 22.10.21: [Kva gir den typiske smaken frå Hardanger](#) (What makes the typical taste from Hardanger)



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1.8 6.6 Project information and events posted on project participants social media

a) Hardangerregion:

- 23.09.21 - Sencory panel at NIBIO
- 23.09.21 - Congratulation for nomination to Norwegian foof culture award
- 22.10.21 - Invitation Cultural heritage webinar
- 22.10.21 - Glimpse from Tasting workshop at Hardanger ciderfestival in Øystese
- 22.10.21 - Glimpse from Scienceday in Odda
- 22.10.21 - Record season in Hardangerfor apples
- 29.11.21 - Sharing article from ABCnews
- 06.10.21 - Invitation to our virtual confernece
- 06.10.21 - Invitation to our seminar at the Regional Funds Week
- 06.12.21 - Way to go: The liters of cider produced in Hardanger hava gone from 390.000 in 2020 to 750.000 in 2021.
- 10.12.21 - Uncoking Wine & Cider Typicality

b) NOFIMA

- [Nofima Facebook \(18. Aug 10:29\)](#)
- [Tweet at NTB 09.09.21](#) Sidereventyret i Hardanger

c) NIBIO

