

Uncorking WINE & CIDER typicality

WP5 - Adoption of terroir Exchange of good practice

**Shape the future of rural tastes.
Wine, cider, culture and tradition
leading the future of countryside.**



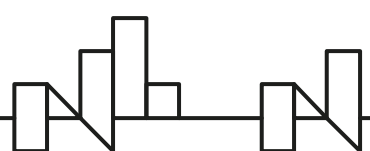
The beginning



Connecting people

It is all about the people and the history. Through our products, science and history we have connect people.

- Difficult start - but we have realized our visions
- We have had an impact in our rural areas through cooperation
- The mixture of university and schools, cider cluster, local and regional authorities and scientific organizations is very good and developing
- It is a strong project with good foundation for further collaborations. Some of us are already doing so.
- We also want to work for student exchange between countries.



Adaption of terroir

The question of terroir - our identity.

Terrori is what makes us unique. We see that through this project we all are working to enhance our uniqueness, and this is how we get noticed by the world. We have been working on our uniqueness on many levels in the project.

In Hardanger we have gotten far, and as we develop and grow, and earn more money, we see the path ahead of us, and new steps that need to be taken. Rules and regulation will be important, along with the continuation of science. And of course, but more difficult when becoming many is to stay together and finance the Cidercluster.

Terror is our identity, and as our apples and grapes get better, cider and wine becomes a larger part of our identity. I say we did good to be part of all the development in our regions.



Hardanger Council - rural development

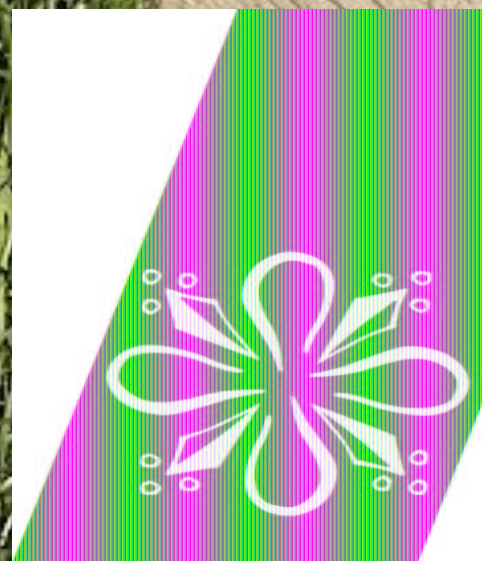
It is important to work together- that is our greatest task -to
The industry has done their work themselves, but we have been talking, informed,
cheered for it to become what it is.

We were an important partner in making enough people believe in a sidercluster.

Cooperation is important. Don't see borders but opportunities.

The development we see and have seen in Hardange, because of the Sideradventure is
much more than we could anticipate. It is now a reason to go to Hardanger, and young
generations take over farms and earn money.

We say it is a fairytale, but it is not. It is happening.



Hardanger - the Capital of Cider

How do I think Hardanger can continue to be capital of Cider in Norway?

Ruels and regulation

Research and knowledge must continue and grow

Innovative industry

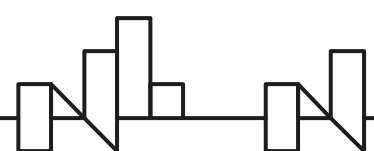
Strong cidercluster

Government



Exchange of good practices

- We have shared good practices and have been inspired by each other. Covid changed our plan in the beginning, but we managed at the end.
- Inspired each and learned from other
- Positive for our rural regions



Iceland
Liechtenstein
Visit to Hardanger
Norway grants
5. - 9.10.2022

Norway
grants



Visit to Hardanger 06.10.-10.2022



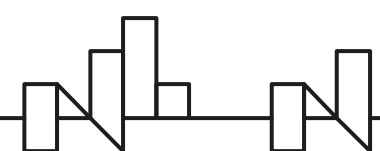


Požega, Croatia, March 2023



Visit at Galić winery

The modern Galić winery is setting up a new standard in wine making. They have made several investments that are important for the production of quality wines in their winery in Kutjevo which is part of the family's historical legacy. Josip Galić expresses his passion for viticulture by constantly looking for improvement in different areas.

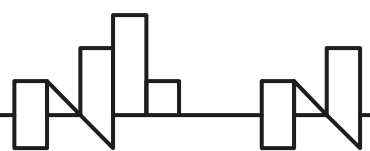


Vipava valley, April 2023



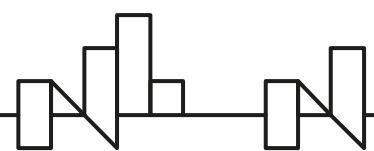
Vipava valley

- wine train (not with these words)
- connecting wine producers with society (with local food/tourism)
- promotion of Vipava Valley, it's history, it's local food, wine, etc.
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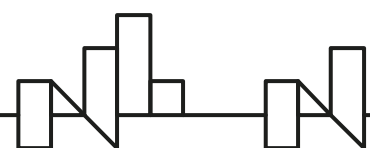
Presentation of the biodynamic wine production at the Guerila estate



Spring of tourism

Arita Åkre, farmer and cider producer from Hardanger, was invited to present her story as an entrepreneur and producer

Her sharing inspires us all. Also it lead to another visit to Norway.



Visit at Domaine Lepovo

The harmonisation of nature's beauty with flawless grape-growing and winemaking, creating a haven of perfection.

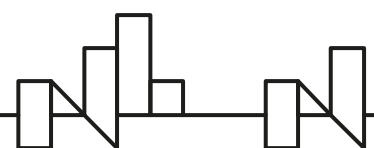
The Lepovo Domaine is one of the four “Tikveš Chateaux & Domaines” wineries that offers the most limited production the of exclusive full bodies wines prone to bottle ageing.



Visit at Tikveš Winery

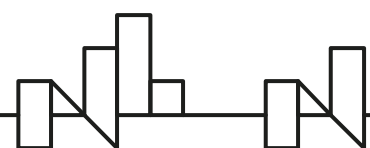
Tikveš Winery, a renowned name in the world of winemaking, crafts exceptional, award-winning wines with a rich legacy of tradition and innovation.

From the sun-drenched vineyards of Macedonia, Tikveš brings you a taste of perfection in every bottle. In the heart of the winery, eight meters below the ground, lies the unique fine dining restaurant of Tikveš. The authentic and cozy atmosphere opens up the endless story about the wine in this region and the people who make and take care of it.



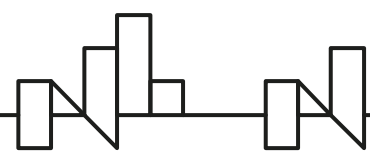
Oslo & Ås

- Visit at NOFIMA - at the Innovation, consumer and sensory science department and the Ås University campus
- Visit to city's street markets



Hardanger

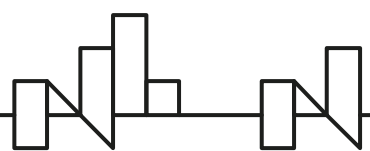
- Ulvik and Lofthus
- Cider Safari
- Interview with The People of the North
- Self service stands



The importance of the Exchange of good practices

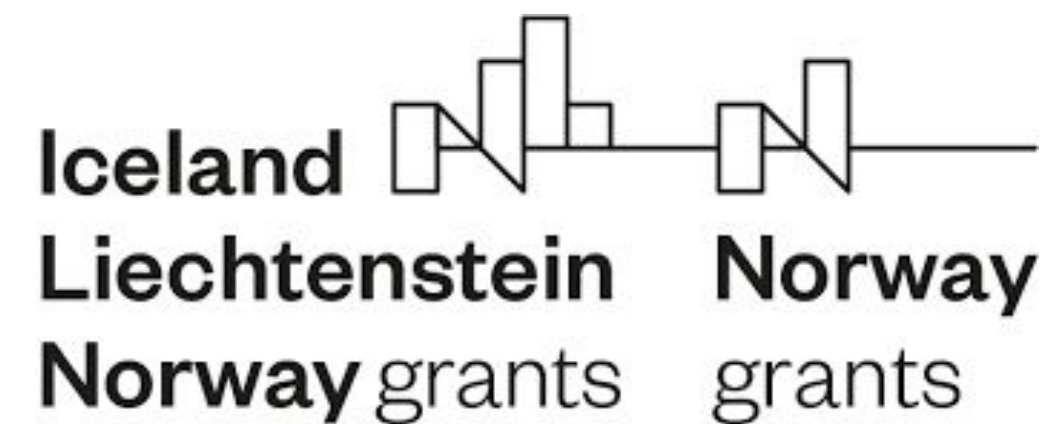
What have we learnt from each other?

- How important our identity is
- Cooperation helps us forward
- Ambitious producers
- Science
- Rural areas have a lot to gain
- Tourism is an important side effect
- Festivals are important to spread knowledge
- Our terroir makes us special and unique

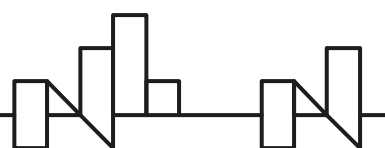


Working together for a green, competitive and inclusive Europe

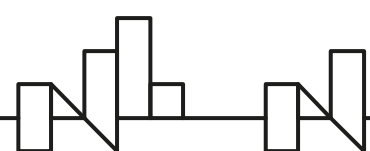
The project funded by:



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.



The project is implemented by:



Thank you!

Trude Rinaldo

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