

1.1 Articles in trade journals

- a) Mat og Marked (digital Magazine for food and market) 05.05.2022 :
 “Varsler kjempeløft for norsk sider” (Expect great growth for nowegian cider)



Leder Kjetil Raaen Widding i Siderklynga Hardanger og daglig leder Bernt Bucher-Johannessen i Høyen utenfor Hotel Ullensvang under Hardanger Internasjonale Siderfest torsdag 5. mai.
 Foto: Arne Kongsnes

Varsler kjempeløft for norsk sider

2,9 millioner liter norsk sider til en verdi av 580 millioner kroner skal selges i 2030.

Arne Kongsnes
 Publisert: 5. mai 2022 kl 16.15
 Oppdatert: 9. mai 2022 kl 15.28

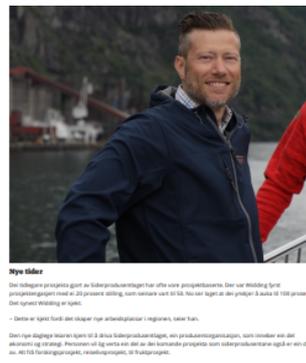


The cider from Hardanger and Norway have great potential and expect growth in many markets.

- b) Horecanytt(Journal for the food and beverage industry)13.06.22:
 Norsk medaljeskred i Ciderworld (Norwegian medal slip at Ciderworld in Frankfurt)

1.2 Articles in newspapers

- a) Hardanger Folkeblad - 09.01.2022: Vekst i siderbransjen: - Me forventar fleire årsverk dei komande åra. (Growth in the cider industry. We expect more postitons the coming years)



The newspaper “Hardanger Folkeblad had an interview with Kjetil Widding, manager at the time of Hardanger Cider Association. Cider has become “many products”. It also attracts people to the farms and the region, thus enhancing travel industry. And labour is needed for all the work.

- b) Siderspalten i Hardanger Folkeblad-The cider column at Hardanger Folkeblad.



Hardangers beste eplefelt?

Av Kasper Wrem Anderson
 Publisert: 29.05.22 kl 16:52

Hvor ligger det beste eplefeltet i Hardanger? Er man fra ytre delen av Hardanger vil noen kanskje se mot Åvik, er man fra Sjøfjorden vil noen kanskje se mot Kalkveik.

Kasper Wrem Anderson has his own column in the newspaper, where he is sharing knowledge about cider, fruit and local history. This is interesting for many people.

- c) Avisa Hordaland, 21.05.2022: Sidersleppet (The cider is now ready!)
 Avisa Hordaland 06.05.2022: Vinmonoplet kom med ros, men har også ein apell til siderprodusentane.(The Wine monopoly came with praise, but also has an apell to the cider producers.



Vinmonopolet kom med ros, men har òg ein appell til siderproduzentane



They want and love the innovation and growth taking place with Cider from Hardanger, it's very exciting. An appeal to the producers is to be even more aware of customers' conscious attitude towards sustainability. The Wine Monopoly encourages all the producers to be aware of this.

d) Nationen 17.01.2022 Huitfeldt positiv til å fremme norsk sider ved norske ambassader (The Foreign Minister Mrs. Huitfeldt is positive to serve cider at Norwegian embassies)

Huitfeldt positiv til å fremme norsk sider ved norske ambassader
 Utenriksminister Anniken Huitfeldt (Ap) er positiv til å fremme norsk sider på norske ambassader rundt om i verden.



Myevis Vinmonopol mottok av utvalgte ambassader for å servere norske Sider. Matsen Trøse
 Lars Wibe Hagen
 Publisert: 17.01.22, 15:00 | Oppdatert: 17.01.22, 15:00
 Det kommer fram i et svar på et skriftlig spørsmål fra Høyres Sveinung Stensland. Han viser til at norske ambassader kun serverer blankt vin dersom de serverer alkohol til de besøkende.

1.3 Activity NOFIMA/NIBIO

- 8.-10. of March 2022 in Oslo, Ingunn Øvsthus/ from Nibio and Mats Carlehög/ from Nofima sat as judges in the competition «[Norway's best apple juice, sides and fruit wine](#)». In addition, they presented the project during the Subject Day at the award ceremony.
- 04/05 2022 at Nofima, Margrethe Hersleth had students visiting from the Nordland VET. She presented the project and they got to taste cider..
- 30.05.2022 at Nofima Mats Carleög presented the project and had a sider tasting for Nofima Young's at their first physical gathering at Nofima.
- 14.06.2022 at Nofima ÅS: A physical meeting with Ingunn Øvsthus/Nibio, Guillaume Antalick/ UNG, Josip Mesic/VUP and Valentina Obradovic/VUP. with discussion and further planning of activities in WP 3.
- 22.-23.06.2022 at Nibio Ullensvang. Sensory training lead by Mats Carlehög and Marianne Hotle have a training with the siderpanel at Lofthus in Hardanger.

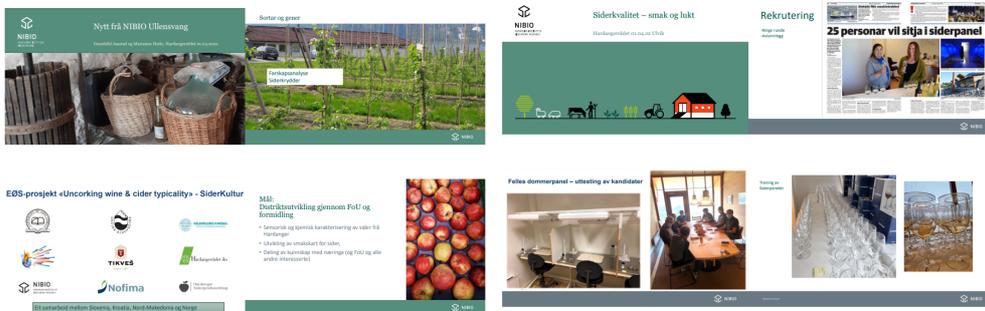
1.4 Event-invitations

- a) [Cider from Vestlandet](#), FjordNorway
- b) [The champagne of cider comes from Hardanger. Visit Bergen](#)
- c) [Sidersleppet 21.05.2022 in Ulvik](#)
- d) [Hardanger Internasjonale Siderfest 5.-8.05.2022](#)
 5.5.2022 - Cider Seminar: Building a national cider cluster?
 7.5.2022 - Presentation of project at the festival in Odda



7.5.2022 - Presentation of project at the festival in Odda

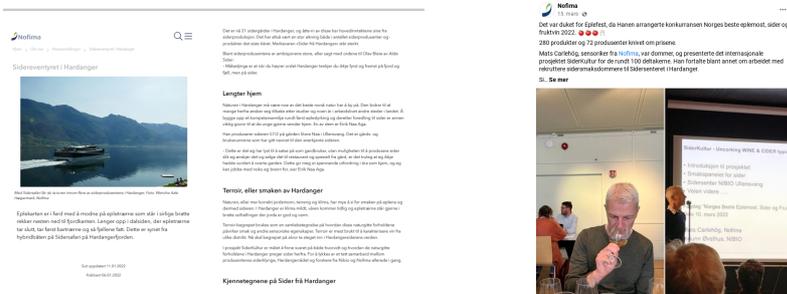
e) Presentation of project at Hardanger Council 01.04.2022 -



f) Visit Hardangerfjord: [Sider frå Hardanger](#) Cider is becoming an important activity for Hardanger, and many producers are members of Visit Hardangerfjord. They are very active and are promoting cider a lot.

1.5 Articles published on the home pages of the project participants

a) NOFIMA 06.01.2022: [Sidereventyret i Hardanger](#) (The Hardanger cider adventure)



NOFIMA [Eplefest 15.03.2022](#)

b) NIBIO, 04.03.22: [The sense of apples as part of cultural identity.](#)



NIBIO Ullensvang

c) Hardangerregion:

Project information and events posted on project participants social media

- 13.06.2022 - Siderlandet Norge
- 13.06.2022 - Nofima got visit from Nordland fagskole
- 09.02.2022 - New leader at HCA