

**TILAVIINIT**  
**FINNISH COUNTRY WINES**

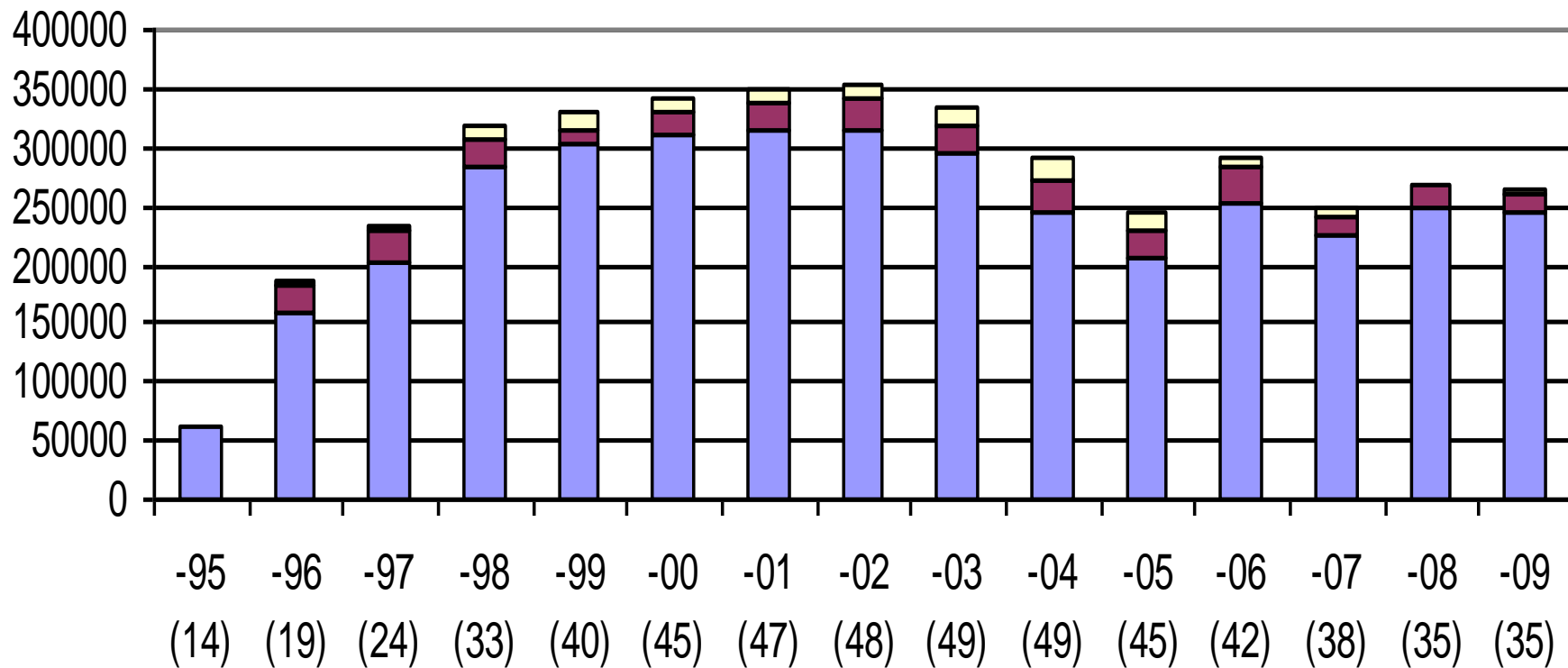
Fruit Wines from the North

# BACKGROUND

- ancient Finnish drinks
  - sima: fermented water+honey, mead
  - sahti: unboiled unhopped beer, real ale
- wine to Finland in 1100-century
- fruit wine industry from the beginning of 1900 –century
  - sweet fortified fruit wines from gooseberry, rhubarb, cherry

- prohibition law 1917-1932
- state alcohol monopoly 1932-
- EU 1995-
  - small-scale fruit wineries
    - permission from the Ministry of social & health care
    - countryside business
    - 100 % domestic raw materials
    - 100 000 l/y maximum sales
    - permission to sell self-made light fruit wines straight from the farm

# Country wineries, total sales in litres, y. 1995 - 2009



■ Hedelmäviini ■ Likööri ■ Viina

# FRUIT WINERY

- multi-branch country business
  - agri- / horticulture
  - rural tourism
  - fruit products
    - juice, jam
    - soft drinks
    - cider
    - fruit wines, sparkling wines, liquers, destillates

# RAW MATERIALS

- easily fermenting
  - apple, currants, strawberry, raspberry, rhubarb, aronia
- difficult to ferment
  - blueberry, cloudberry, sea buckthorn, crowberry
- hardly fermenting
  - lingonberry, granberry, rowanberry
- Finland is not EU's grape growing region

# PROCESS

- selection/cleaning of raw material if needed
- crushing (and de-stemming)
- de-pectinazation
- juicing (pressing)
- juice treatments

# PROCESS

- mixing of must
  - juice+water+sugar +nutrients+yeast
- alcohol fermentation
  - from 2 weeks up to 6 months
- clarification
- maturing, ageing
- bottling



# HOW TO USE?

- wide aroma pallet offers lots of possibilities for matching to food
- re-tailed fruit wines
  - very sweet products
- pure Finnish speciality

# VIINIHEILA Oy + VIINI-PIHAMAA Oy

- established in 2007
  - Located in Heinola, south central Finland beside highway n. 4. in Heila – Slow Food Market
  - produces soft-drinks, cider, sahti, fruit wines (still, sparkling, sweet dessert, glühwein, fortified)
  - sales 15 000 l/y
- established in 2000
  - located in Kalkkinen, south central Finland lake area
  - 8 ha strawberry, 1 ha raspberry, 4 ha vegetables + apple + currants
  - produces cider, fruit wines, liguer, destillates
  - sales 10 000 l/y