



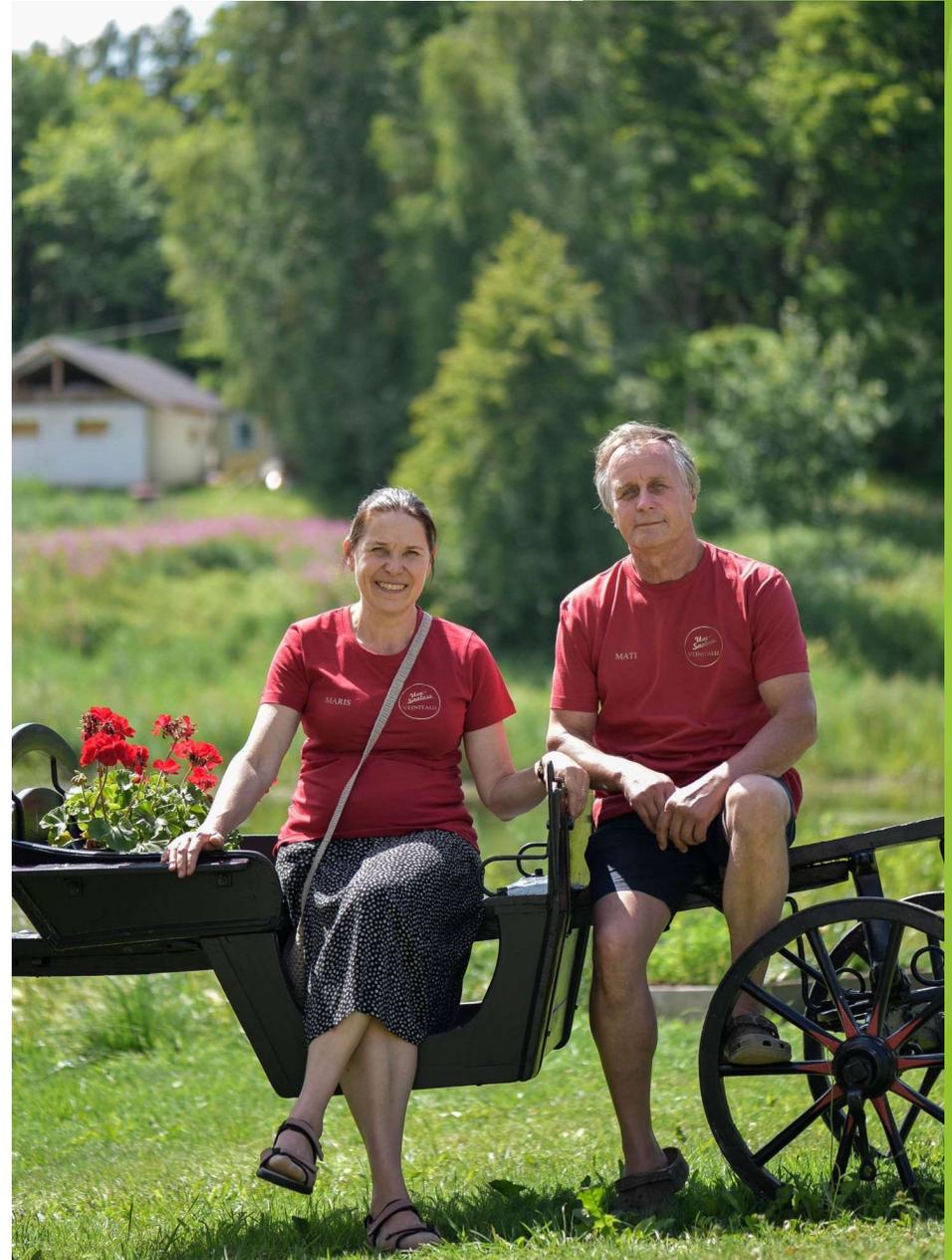
Uue-Saaluse Winery, Estonia

Experiences in BASCIL Project

**Maris Kivistik, owner and winemaker,
19th Nov 2025**

Who We Are

- ▶ • Family-run winery in South Estonia, since 2017
- ▶ Small Vineyard- Solaris and other grapes
- ▶ • Fruit, berry and local grape wines
- ▶ • Winery open for visits all year round
- ▶ Members of Estonian Winetrail



Our Wines and Tradition

- ▶ Made from local fruits, berries & grapes
- ▶ Sparkling fruit wines and berry wines
- ▶ Wines from local grapes
- ▶ Special beverages- red vermouth



About the BASCIL Project

- ▶ • Supports small food producers & tourism
- ▶ • Focus on visibility and experience
- ▶ Study tour to Latvia- new ideas and product development
- ▶ • Strengthened our visitor services



New Visitor Packages

- ▶ 1. Mini - short tour, 3-wine tasting
- ▶ 2. Standard - tour, snacks, 5 wines
- ▶ 3. Premium - extended experience
- ▶ 4. Special programs - romantic tour for couples, blind tastings



Making the experience smoother

- ▶ • Mapped expectations
- ▶ • Improved service steps
- ▶ • Clear visitor flow



Visual Identity

- ▶ • Professional product photos
- ▶ • Unified visual style
- ▶ • Stronger brand





Interesting fact – our wine labels feature a traditional smoke sauna located on our lakeside farm.



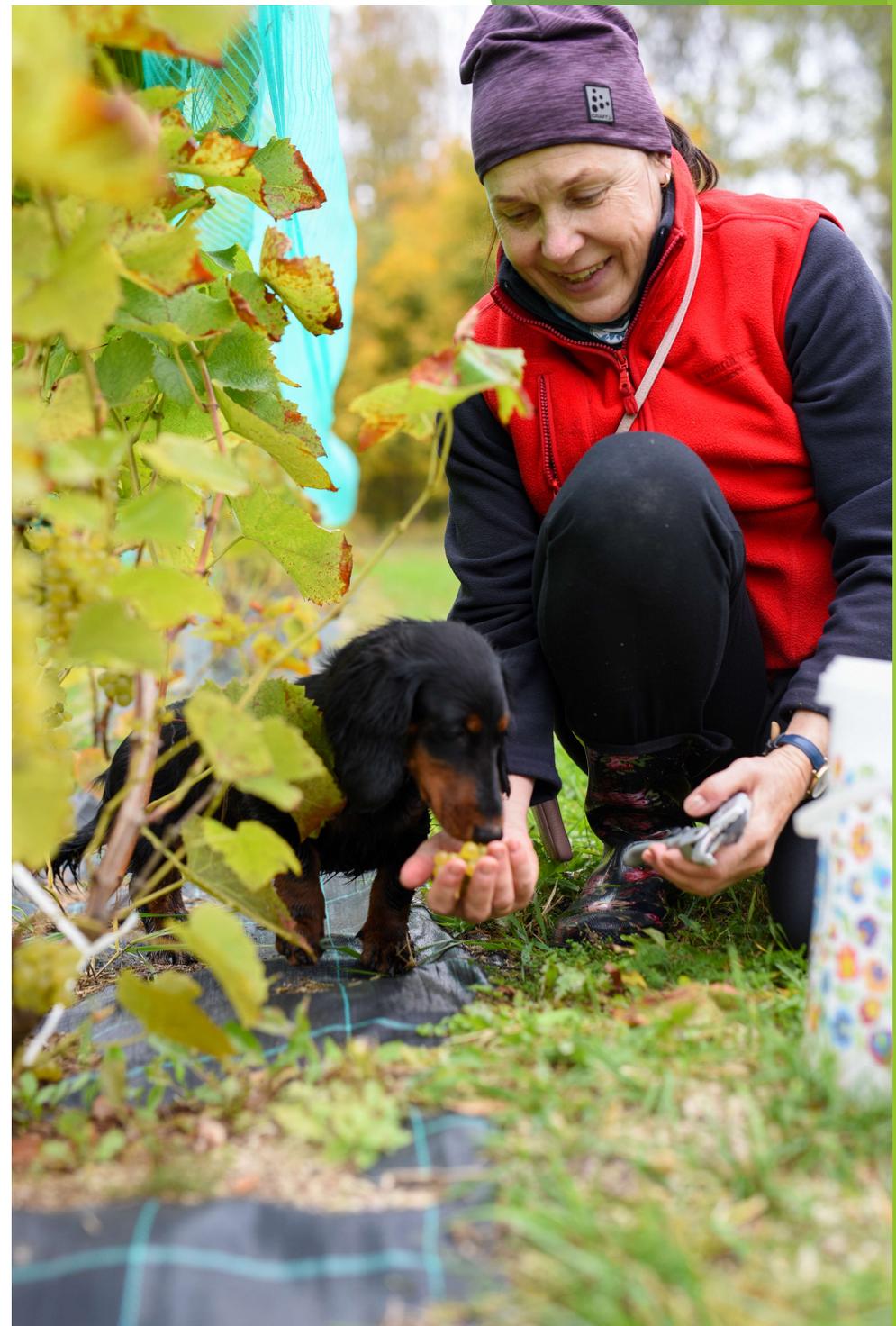
Impact

- ▶ • Clearer packages
- ▶ • Better service quality
- ▶ • Stronger brand
- ▶ • Marketing readiness



Summary

- ▶ BASCIL project:
- ▶ • New packages
- ▶ • Improved service process
- ▶ • Product photos
- ▶ • Strong brand





Thank you!

www.uuesaaluseveinitalu.ee

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