

The Cider House – An Economusee integrated in a village



1 Summary

The purpose of this report is to show how a company actively uses art and artistic expressions as an integrated part of its own products and services, and how the company also interacts with and integrates into the local community's development of the Art Village. Balestrand's attractive experience products for the people in the region and for visiting tourists. There are several approaches and more artistic expressions to which it refers.

1. Ceramist Magni Jensen's special handmade tableware for use in the restaurant
2. Collaborates with the Førde International world Music Festival, the Jazz festival Balejazz, Club Bele (music club), and the Opera Farm Åmot for concerts.
3. Integrated part of the art village of Balestrand
4. Active using the family tradition woven tapestries, woodcarving and paintings as decorations and as part of the interpretation program
5. Using artists to design flights for cider tasting

6. Active Youth - European Youth Projects with theatre and drama approach.

The Cider House has a special focus on the fact that all their elements in the total product are extensively local and regional anchored. This applies to music, art and food. It does not exclude cooperation with others to get impetus and innovation for the development of new products and services. They have a conscious relationship with this in their products and services offered to the guests, and the goal is to provide authentic and particularly good experiences.

Through these activities, the Économusée concept has also become known to the participants. Through the activities, there has been a mutual exchange of experiences that inspired all actors. All the approaches have been well received by the participants and their guests, and it has opened up new experiences for the product and craft.

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2 Background

The Cider House is located in Balestrand in Sogn, a short walk from the harbour and Kviknes Hotel. Balholm is their brand for beverages made from fruit and berries and a large portion of passion! In the summer you can join a cider tasting and learn how they distil brandy and make sparkling cider using the traditional method. You can shop in their farm shop or have a meal in their restaurant. They host groups all year round for lunch or dinner, interpretation programs about cider and fruit, cultural walks, professional events, team building, and other fun stuff!

The Cider House is run by the Eitungjerde Høyvik family: Eli-Grete and Åge, and the next generation Tuba and Gard. Solveig, Ragnhild, and Heidrun also help out when they come home. Ciderhuset is situated in an orchard containing a hundred different varieties (apple, pear, plum, apricot, cherry and grape.) In the Cider House you will find a cider cellar and a restaurant that offers an a la carte menu including their own apple cider, dessert wines, Balholm fruit juices or other drinks like fruit liqueurs.

The family who owns and operates The Cider House has its roots from artist families, and it has influenced business philosophy and development of the concept. History and art are integrated into all their products and services. The cider house is also a very active contributor in the local community and artist building Balestrand.

The history of the Cider House

Aage Eitungjerde has been interested in fruit and cider making for a long time. Aage's grandfather Andreas Eitungjerde established the orchard in 1922 and was the maker of fruit wines for private pleasure. Aage learned the basic skills of fruit growing and cider making from him.

He established the juice company and brand Balholm in 1995. Since then a lot of things has happened. The orchard was certified as organic by DEBIO in 1997. Aage and his wife, Eli-Grete Høyvik, built and developed the Cider House from 2005. The whole family has been engaged in developing the business. The main energy has been focused on developing the Norwegian version of cider from a mix of dessert apple-, cooking apple- and cider apple varieties. Ciderhuset has imported cider apple varieties from Somerset in England and from Normandie in France to improve the cider style with a touch of tannins from the bitter apples. Now there are 14 different products of ciders available under the brand Balholm. See attached pictures.

In 2010 they bought a distillery pot and started to develop fruit brandies. This was a new skill for Norway as the main focus has been on blending neutral spirits with spices to make aquavit. Now there are made apple brandy (Epledram a sort of Calvados), plum brandy, raspberry eau de vie, blackcurrent grappa and Sogn Aqua vitae – apple brandy distilled with cumin.

3 Methods

The Cider House strives to be a part of the art village Balestrand. They have for several years worked closely with Magni Jensen, who made all the ceramics used in the restaurant. Magni's ceramics give their dishes an aesthetic lift. Some of the shapes were specially made for the Cider House in cooperation with Tuba. In the banquet hall you will find carved chairs and dragon-style shelves by Ivar Høyvik and tapestries by Astrid Geithus (previously Høyvik). Astrid Wittersø made the glass mosaic. Eli-Grete's family has fostered several artists as grandfather Ivar Høyvik, who worked with woodcarving his entire life. Some of his works are shown in the Høyvik saloon in Kviknes Hotel. There are a few pieces of his furniture in the Cider House as well. Grandmother Eli and aunt Astrid's woven wall carpets are also part of the decoration. Sister Astrid Høyvik's paintings as well. Eli-Grete or Gard provide heritage walks with interpretation of the history of the art village of Balestrand for group visitors.

You will also meet with the family when you are dining, as the daughters of the family and their friends work as waiters in their summer holiday.

Because Ciderhuset sets focus on the fact that all their elements in the total product are extensively local and regional anchored, they get most of the food from local farmers and hunters. The herb and vegetable garden are close to the kitchen and provides the chef and daughter-in-law of the family, Tuba, with fresh tastes throughout the summer. They preserve their own organic grown fruit, so that they can offer homemade canned desserts all year around.



And of the same reason the Cider House collaborates with Førdefestivalen, Club Bele, and Operagarden Åmot to hold concerts. The musical styles vary, from folk music to opera to jazz to folk songs and ballads.

Balejazz

The Cider House collaborates with the Balejazz event and facilitates experiences in its premises. Balejazz is the year's peak for music lovers. A sizzling folk life, with concerts in Balestrand with a loud mood, attracts from far and near.

The voice is high, the right beautiful tones from different locations and there are many people in their small village. www.balejazz.no.

Active youth

Tuba Ardic and Gard Eitungjerde Høyvik are members of the Balestrand youth team, and both have been EVS volunteers. They work with "creative drama", which is one method of drama in youth work. There are young people from all over the world, and they use artistic activities like drama, fairy tales and music at these collections in Balestrand and Ciderhuset.

<https://www.instagram.com/p/BGwIAa9K88V/>



Summer restaurant and events

Their son Gard and his wife Tuba Ardic started the restaurant in 2009. Tuba's background from Turkey and other culture provides opportunities for the development of new menus based on both local traditions, and with inspiration from other cultures. The goal is to provide authentic and particularly good and unique experiences. The Cider House is often the location for celebrations like weddings and dinner parties. In average the last 3 years there has been 5000 guests enjoying a meal here.

4 Results and outputs

Artistic special handmade tableware is developed for use in the restaurant in Ciderhuset. Ciderhuset cooperates closely with the established music and cultural environment in the region, and they are co-creating in annual event and exhibitions in Balestrand. Ciderhuset is also an integrated part of the Art Village of Balestrand and traditions, and the family are using culture and heritage in their artistic displays in products and services. They have organized a perennial European Youth Project – named Active Youth.



5 Recommendations

The owners and employees use all their skills (artist activities / expressions, culture, cultural heritage and dissemination) and take it into the Cider House. Customers get knowledge, quality awareness and trust in the products and services. Customers become active participants and they enter the experience.

The Cider House cooperates also with Oleana, and they inspire each other and exchange experiences to develop their products and services, for example against the high-end market for very good customer relations and loyalty.

Through these activities and Ciderhuset's skills, the Économusée concept become known to the participants, and give them especially the learning experience and good, lasting memories.

6 Contribution to NPA indicators

Through Ciderhusets activities, there has been a mutual exchange of experiences that inspired all actors in villages and the region. All the approaches have been well received by the participants and their guests, and it has opened up new experiences for the product and craft, and experience with active participation and involvement.

