



**MULGI VÄRK – a Mulgi heritage brand
and a matter of pride!**



MULGI VÄRK

MULGI VÄRK is a label identifying **products, services and experiences** offered in Mulgimaa – ones that are made in the region and follow its historical traditions. In short: Mulgi stuff.

The **area covered by the label** is the historical region of Mulgimaa. (See the map on pages 26–27.)

MULGI VÄRK is a trademark registered with the Estonian Patent Office.

The label is issued by the Mulgimaa Development Center. Issuing and marketing the label supports local entrepreneurs' business and service development, as well as the joint promotion of Mulgimaa.

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Leerimaja, Kulla Village

Mulgi Municipality

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Taavid Meedia

VIDEO AND PHOTOGRAPHY SERVICE

If you are looking for **professional video and photography services**, or wish to organise live broadcasts in Mulgimaa or anywhere in Estonia, you have come to the right place!

Our services are designed for private individuals, businesses and organisations wishing to present their events, products or brand in the best possible way – creatively and professionally.

Whether it is a memorable wedding, a captivating concert, an inspiring conference or an eye-catching promotional video, we have a solution for every occasion.



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Viiratsi Eel Farm



EEL PRODUCTS

Viiratsi Eel Farm is a modern fish farm in Viiratsi, Viljandi County, specialising in the farming of European eel in a recirculating aquaculture system.

The local small-scale kitchen at Viiratsi Eel Farm produces wonderful handmade delicacies from fresh ingredients:

- pickled eel
- pickled smoked eel
- smoked eel, smoked over genuine alder wood
- eel in chili marinade
- smoked eel in chili marinade
- eel soup
- small smoked eel "Holland style"



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Viiratsi Angerjafarm



TammeLeek

MEAT PRODUCTS (SAUSAGES, HAMS ...)

Discover the world of authentic farm flavours with us!

We are committed to quality and local flavours, offering you **fresh, delicious meat products** – sausages, hams and more – directly from Tamme Farm in Roobe village.

The meat products and smoked sausages are made using traditional recipes.

Only the finest ingredients are used to ensure a truly memorable taste experience – **an authentic Mulgi flavour!**



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 TammeLeek



Mulke Crisps

VEGETABLE CRISPS

Beetroot, carrot, swede, sweet potato and sauerkraut crisps, made with the support of native Mulks and Mulgi capital, with no added preservatives or E-numbers. We add value to locally grown vegetables while preserving their distinctive character and rich flavour nuances, offering an alternative to traditional potato crisps.

To highlight our Mulgi origin, we use Mulgi motifs, language and the flag in our packaging design.

The finest, crunchiest taste sensations straight from Mulgimaa!



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 Mulke Crisps



Tedrearu

APPLE CANDY

A delicious treat made entirely from apple, with a touch of cinnamon or strawberry added for flavour. No sugar or preservatives have been added!

The pack is generously sized (200 g), enough for the whole family – more sweets, less packaging.

The ingredients and production both come from our own farm in Mulgimaa.

Our apple candy proudly bears the label – **MULGI VÄRK.**



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 Tedrearu



Mulgi Maitse

BERRY DELIGHT

Berry Delight is Mulgi Maitse's main product line: thin berry rolls, gently dried at a low temperature with no added sugar or additives. The line was created in response to growing interest in natural snacks with simple ingredients.

Our selection includes seven different flavours – **Berry Mix, Sea Buckthorn, Strawberry & Rhubarb, Bilberry, Lingonberry, Raspberry and Blackcurrant** – each with its own distinctive taste, yet all sharing one thing in common: a 100% natural, healthier snack suitable for both children and adults.



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 MulgiMaitse



BodyFood

RYE KAMA PRODUCTS

- **Delicious and healthy:** see products: *bodyfood.ee*.
- **No added sugars or other sweeteners.**
- **Energy from pure nature:** traditional production methods preserve nature's pure energy.
- **Supports digestion and weight management.**
- **Designed for everyday use:** provides the body with essential daily nutrients.
- **Convenient packaging**



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 BodyFood



Jorma Õigus

MULGI MANOR HONEY

Mulgi Manor Honey is 100% natural Estonian honey, gathered by bees in the clean and naturally diverse landscape of Mulgimaa. Mulgimaa's clean and valuable natural environment is also recognised by the label Approved Estonian Food.

Our honey selection mainly consists of multifloral honeys with a rich flavour and aroma:

- **natural honey**
- **buckwheat honey**
- **creamy honey**
- **bee bread honey**
- **gift sets**



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MESILINE

Mesiline

MESILINE HONEY

Flavours that tell the story of Mulgimaa. Begin your journey in the honey-sweet land of Mulgimaa. Here, in the unspoilt meadows of **Estonia's Honey Capital**, Mesiline's beekeeping magic comes to life.

Our bees gather the crisp dew of summer mornings and the golden sunshine of midday to bring you nature's pure, authentic power.

It is a golden gift from the heart of nature, bottled with tradition and love.



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Mäe-Koda

Mäe Koda

HOME CAFE IN SOUTH ESTONIA

We make all our products from carefully selected ingredients. We give preference to local producers.

- **Cakes**, pastries, custom-made celebration cakes and mini cakes.
- **Braided pastries**, pies, edible greeting cards, tea pearls and personalised gifts.
- **Catering** – room rental.



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 Mäe Koda

Kirnu

POPSI KITCHEN

A family business operating in the heart of Mulgimaa, in Abja-Paluoja and Karksi-Nuia, where bakery, confectionery and culinary products are handmade on site.

- **Bakery, confectionery and culinary products:** fresh pastries and pies, braided pastries, cakes and celebration cakes, salads, snacks and ready-made meals.
- **Catering services** – from snack tables to a full-service solution including table setting and food service.
- **Cafe and shop** – we look forward to seeing you both in Abja-Paluoja and in Karksi-Nuia.



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 Popsi Köök





Teerull

HERBAL TEA

Tea rolls are dried rolls made from fruit, berries and herbs for brewing tea. The main ingredients of the tea rolls are grown in Estonia, and they are handmade by a small family business in Viljandi County.

A tea roll is more than just tea. It is a story of nature, creativity and a little boldness – a little roll of joy for every day.

Visit our website to discover how to make lattes, lemonade or milkshakes with tea rolls, too!

Roll your own tea!



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Karu Kombucha

KOMBUCHA

Kombucha is a beverage many people know as **tea fungus drink**.

Kombucha fermentation produces beneficial vitamins and prebiotics that help balance our microbiome.

Fermented foods enrich our diets and help us make healthier choices.

Each can of kombucha contains a natural, low-sugar, lightly sparkling drink with refined flavours

The range includes **five kombucha flavours**, including mint and lemongrass, which have received recognition from the Estonian Food Industry Association.



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 karukombucha

Mulgi Brewery

MULGI
PRUULIKODA



GENUINE MULGI BEER

Mulgi Brewery is a small farm brewery in southern Viljandi County, in Karksi Parish, in the heart of the historical Mulgimaa. The brewery's mission is to revive and carry forward Karksi's brewing tradition in a modern way.

Our beer is unpasteurised and unfiltered – authentic and flavourful. Into every bottle, we pour a measure of untamed nature and the mystique of folk tradition.

Bring your group and discover how authentic Mulgi beer is made. You can also enjoy a beer tasting and buy our beer on site – beer you are unlikely to find anywhere else.

- **Additional services:** seminars, catering and a hands-on brewing session with the brewmaster.



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 Mulgi Pruulikoda



MORNA TALU

1900

Morna Farm

APPLEVOPS

Applevops is a spirit with an alcohol content of 37.5–48% ABV, fermented and distilled in Estonia from Estonian-grown apples and pears, matured for at least two years in 225-litre oak barrels, then proofed and bottled in glass.

- **VOPS apple brandy:** a taste experience made from apples grown at Morna Farm.
- **Apples, pears and plums:** over 8,000 apple trees, more than 700 plum trees and over 300 pear trees.
- **Estonian strawberry, raspberry and blackcurrant**
- **Accommodation:** the guesthouse has a seminar and function room, 2 kitchens, 7 bedrooms and a TV room. You can rent the entire house, an individual room, or the seminar/function room.



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 Morna Talu



Oru-A2

MULGI TAVERN

**Come visit us in Abja-Paluoja,
the capital of Mulgimaa!**

The menu features the best of Estonian cuisine and traditional Mulgi dishes.

- **Catering in the tavern** (party tables)
- **Catering service**
- **Accommodation Mulgi Guesthouse**



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Raudnael Tavern

CATERING

We take great pride in our fresh, handmade kebabs, and we also offer a wide selection of hearty pub dishes to suit every taste. Naturally, our menu also includes traditional Mulgi dishes. Located right on the border of Mulgimaa, we proudly serve **Mulgi porridge**, a dish included in UNESCO's cultural heritage.

For children, we have lovely playgrounds and an exciting new 12-hole mini-golf course.

We can accommodate 45 people on the ground floor, 65 on the upper floor, and around 100 outdoors in summer.

Our services include:

- daily specials
- celebration and funeral reception catering
- mini-seminars
- group catering
- birthdays



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 Raudnaela Kõrts



Passionate Explorer

MULGIMAA DISCOVERY TRIPS

There is always something to discover in Mulgimaa. Come with friends, family or colleagues – we will find an activity to suit every group.

We organize:

- study trips
- manor and garden tours
- visits to small local businesses

Our guide knows many wonderful places and people in Mulgimaa, as well as its history and the stories of today.

Visit our website, kirglikavastaja.ee, for ideas and inspiration on places to visit and people to meet in Mulgimaa.



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 Kirglik Avastaja



Mulgi Experience Centre

THE MULGI LUGU

The Mulgi Experience Centre is a place where the Mulgi story lives and evolves, presenting Mulgi culture in a modern, accessible way by combining old heritage with smart new solutions.

The centre offers visitors:

- interesting experiences
- knowledge
- participation in various workshops
- spaces for seminars, meetings and a variety of events



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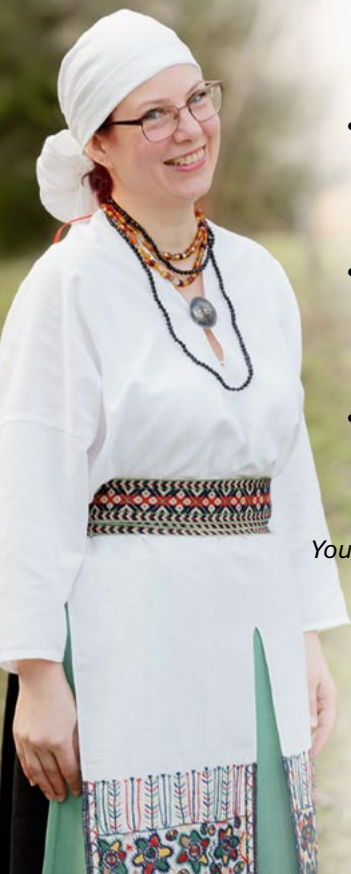
Mõisa Kangur

CRAFTS AND WORKSHOPS

- **Made-to-order Mulgi folk costumes, consultations and displays.**
- **Workshops and training days:** making elements of archaic Mulgi folk costumes and weaving fabric using traditional methods.
- **Machine-embroidered products:** kitchen towels, hand towels, small gift bags, larger shoulder bags, tablecloths and more.
- **Embroidery on ready-made items:** sauna towels, aprons, fleece sweatshirts and more.
- **Workshops:** creative crafts and handicraft workshops for both children and adults.
- I am available for summer parties, events and birthday celebrations.

You are also welcome to visit me.

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f Mõisa Kangur





Piret Koorep

YARNS WITH STORIES

Woolen yarns made at a spinning mill from wool shorn from our own sheep:

- **dyed with plants** — herbs, roots, mushrooms, tree bark and more
- **dyed with aniline dyes**
- **undyed** (natural)

Traditionally, a small wooden stick, or winding stick, a stone or piece of clay, a crumpled piece of paper, a ring made from dried goose trachea and so on were used as the core for starting a ball of yarn.

Inside my ball of yarn, on a crumpled piece of paper, is one of my stories. That is why they are called **Yarns with Stories**.



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 Piret Koorep



P.U PUITUNISTUS
KOS MALL SI NEN, KEDÄ PONEE NOTTA!

P.U PuitUnistus

HANDCRAFTED WOODEN PRODUCTS

P.U PuitUnistus we believe that every piece of wood holds potential – whether it becomes a permille gun that brings laughter to a friend, an elegantly engraved gift for Mum, or, for a mother-in-law... well, something “memorable”.

Our mission is to bring joy, surprises and a little madness to life by creating handmade products that never gather dust – because they go to parties, weddings and sometimes even accompany a hangover.

Every one of our products is made with heart, humour and a little twist. We do not just sell wooden gadgets. We give experiences that linger longer than the aftertaste of Jäger.



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MULGI SAVIKODA



Mulgi Pottery Studio

CERAMICS

Mulgi Pottery Studio has operated in the former Loodi shop since 2015.

The Pottery Studio creates practical, distinctive tableware incorporating traditional Mulgi patterns and touches of nature.

Visitors to the pottery studio can also get their hands dirty with clay and create something special and delightful.



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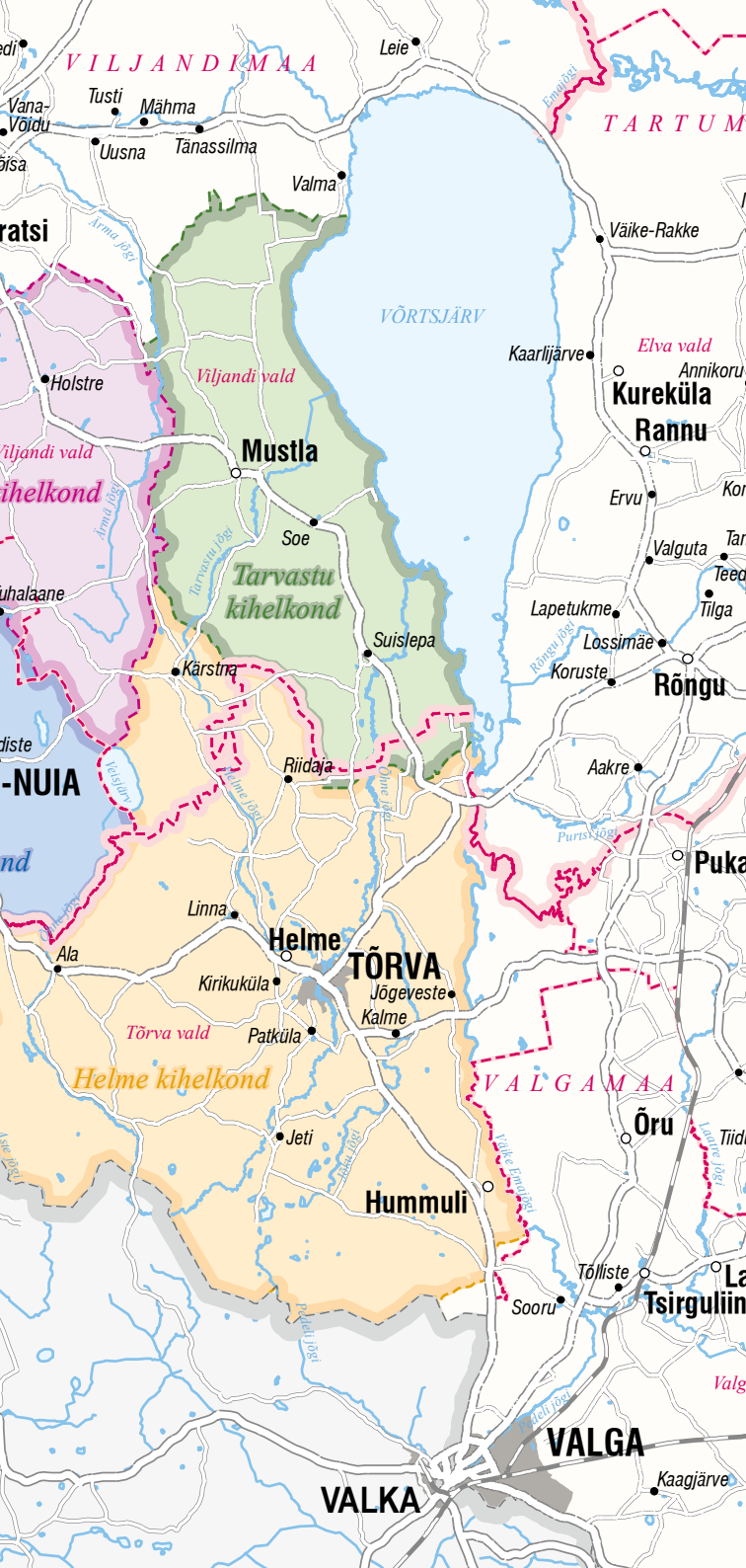
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 Mulgi savikoda



Mulgimaa

- Halliste Parish
- Helme Parish
- Karksi Parish
- Paistu Parish
- Tarvastu Parish





Mulgimaa
Arenduskoda



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