

SUGAR CANE AND RUM ROUTE OF MADEIRA

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MADEIRA ISLAND



Sugar cane is an agricultural product cultivated in Madeira since its colonization and which contributed for the exponential economic, social and cultural development of the island and of the then kingdom of Portugal, through the exports of one of its by-products – the sugar.



HISTORICAL FRAMEWORK



Sugar cane harvest, Parish of São Martinho – Funchal,
s.d. Perestrellos Photographos, glass negative, ABM,
PER, no. inv. 467.

By order of Prince Henry, the Navigator, in the first quarter of the 15th century, the first sugar cane stalks (*Saccharum officinarum*), from Sicily, reached Madeira. Here they found fertile soils and abundant water, brought by the small levadas from the sources of the main streams. The places with a greater production of sugar cane and where most of the engenhos (sugarcane mill) could be found were located on the Southern slope of the island, namely in the municipalities of Funchal, Ribeira Brava, Ponta do Sol and Calheta.

The first reference to Madeiran sugar dates back to 1433 and, two decades later, it was already produced in sufficient quantities for exportation, being considered the most refined sugar on the market. The Madeiran sugar was successful in the European market due to its quality, competing with the sugar from Sicily, Egypt and Morocco, and was exported to England, Flanders, France, Italy, Constantinople, among other markets. The sugar, also called “White Gold”, was exported inside a type of “cone” made out of clay, called “Pão de Açúcar” (Sugar Bread) or “Cones de Açúcar” (Sugar Cones).





Interior of the Factory of Torreão, Parish of Santa Luzia – Funchal, s.d.
Perestrellos Photographos, glass negative, ABM, PER, no. inv. 511.

The Madeiran economy improved with the exports of sugar to Europe and the great sugar cane producers started to order sacred art pieces from the Nordic schools of Flanders and Bruges, as a way to thank God for the favourable harvests. All, regardless of their social status, benefited from this wealth.

The main churches and some chapels received sacred art pieces, either as paintings or sculptures, and also other silver and copper art pieces. Nowadays, some of these pieces may be visited at the Sacred Art Museum and in the main churches and chapels of the island, especially on the southern slope. We may state that the Flemish art in the islands is a gift from the sugar.

In the second half of the 16th century, the Portuguese colonies, such as Brazil and São Tomé, began the production of sugar cane from the stalks taken from Madeira. These productions were in smaller quantities and with a lower cost, slowing down the production of sugar in Madeira.

The production of sugar cane in Madeira always had a high cost due to several natural and human factors. The peculiar orography of the island does not allow for great plantations of sugar cane and forced the plantations to be made in small terraces along the island's slopes, which never allowed the introduction of machinery for its planting and transport, forcing men to, almost manually, create levadas to be able to bring water to those plantations. This entire sugar cane production process in Madeira subsequently increases its cost when compared to the sugar cane produced in other places in the world.

©Engenho Novo da Madeira



DID YOU KNOW ? THAT...

- The sugar economy brought great wealth to the producing families, who displayed their wealth by building stone houses covered with clay tiles, therefore creating the first “Quintas” of Madeira.
- The flag and coat of arms of the city of Funchal, capital of the island of Madeira, depicts the main economic activities of the island, including the sugar cycle, with five “Pães de Açúcar” (sugar cones) shaped like a cross, revealing the importance of sugar for the Madeiran economy.



©Câmara Municipal do Funchal

- Sugar from Brazil was also brought to the island of Madeira, transported inside exotic wooden boxes, called “caixas de açúcar” (sugar boxes). Due to their dimensions and good quality, these boxes were used to make furniture called “Madeiran furniture”.
- The Madeiran Rum, produced from the sugar cane from the Autonomous Region of Madeira, is known, in this Region, as “Cane Aguardente”, “sugar cane aguardente” or “sugarcane aguardente”, therefore, in its labelling, the mandatory indication “Madeiran Rum” or “Agricultural Madeiran Rum” may be complemented with any of the traditional mentions. The word “aguardente” is used in Portugal and results from the merge of the words água (water) + ardente (on fire), consisting of a colourless liquid with a high alcohol content.
- The Cane Aguardente, as the Agricultural Rum in Madeira is known, is exclusively obtained from the alcoholic fermentation and distillation of the sugar cane juice, being the only agricultural rum produced in Europe.



PRODUCTION OF SUGAR CANE

Sugar cane is a plant belonging to the Gramineae family and to the *Saccharum L* type, comprising at least six species; however, the one with a greater agronomic use is, certainly, *Saccharum officinarum L.*

The sugar cane harvest, also called “soca”, begins in the middle of March and lasts until May, depending on several factors. Before the harvest, the last leaves of the plants are removed, as well as the end part traditionally known as “sabugo” (cob).

Traditionally, the harvest was “bundled” using the famous arches, quite a time-consuming and hard task, which hampered and made the transportation of the produce a difficult task. Nowadays, the bundles are lighter, which improves the work conditions during the harvest. The canes are then taken to the engenhos, where they are squeezed and their juice is used for the production of aguardente/agricultural rum or honey, according to the case.

Currently, the cultivation of sugar cane holds a cultivated area of 172 ha, with better results in the areas facing south, with the most important municipalities being Machico and Ponta do Sol, with 56% of the total area, followed by Ribeira Brava, Calheta, Câmara de Lobos, Santa Cruz and São Vicente.





BY-PRODUCTS OF SUGAR CANE

The plantations of sugar cane are as ancient as the first steps taken by men in the transformation of Madeira's landscape. Currently, from the harvest and extraction process, two products are essentially produced: the aguardente or agricultural rum and the sugar cane honey.



The aguardente, or “Madeiran Rum”, is an agricultural rum and, as such, is exclusively obtained from the alcoholic fermentation and distillation of the sugar cane juice. From the experience gained throughout generations and with the traditional technology of the Region, the result is a traditional final product, with unique quality and characteristics. After the sugar cane harvest, it is quickly subject to milling, a determining factor for the quality of the final product. The resulting wort is then subject to decanting, followed by filtering, aiming to make this “broth” as clean as possible. Then a slow fermentation process occurs, which may take a few days, depending on the room temperature.



©Companhia dos Engenhos do Norte "Sorum"

extracted, called "guarapa" (molasses), which is then filtered and boiled in the clarifiers. The molasses then enters the evaporators to continue the cooking and water evaporation process. In the last stage, the product is cooked and filtered again, which precedes the introduction of the syrup in the vacuum boiler. After this process, the cane honey rests and naturally cools down in a repository. This is a product rich in several chemical elements and vitamins, such as Phosphorus, Magnesium, Calcium, Iron, Copper and Vitamins PP, B1 and B2. It is also widely used in the Madeiran gastronomy, in delicacies such as broas de mel (honey biscuits), honey cake, bolo de família (family cake), bolo preto (black cake), as a dressing for the traditional malassadas and sonhos (fried sweet dough) during the Carnival, used in meat and fish dishes, among other typical dishes of the Madeiran cuisine.

The "Madeiran Rum" may be subject to aging in oak shells for a minimum period of three years. It must mention the year of production, provided that it was fully **produced in the year** indicated, and subsequently aged in oak casks until its bottling; or the **indication of the age**, provided that its aging is carried out in oak casks during the minimum period corresponding to the specific age.

Rum is the main ingredient of the traditional Madeiran poncha (punch), but it may also be enjoyed in several ways, namely in cocktails, on its own or even together with cigars and chocolates.

As the name implies, the cane honey originates from the sugar cane, which is inserted in two mills, known as "engenhos", where the cane juice is

©Fábrica Mel-de-Cana Ribeiro Sêco



DERMOCOSMETICS



© Pedro Pessoa/Académica da Madeira

In the research projects carried out since 2013, the brand Terramiga – Produtos Dermocosméticos e Dermoterapêuticos (Dermocosmetic and Dermotherapeutic Products) developed several cosmetic products using the residues from the sugar cane straw, which was traditionally used as a bed for goats and bovine cattle or in the fertilization of the agricultural land.

Among the products, the Terramiga White Gold soap bar (125 gr soap bar, shaped as a pebble rock and with mild exfoliation, to be used on the body and face) is highlighted; it is packaged in a fabric bag, which represents the old sugar and Pão por Deus bags) and the scented Terramiga White Gold Eco bags used to repel insects.

In 2019, the “Beauty without Cruelty” cosmetic line shall be launched, comprising five products: day and night face creams, body lotion, hand lotion and lip and nose balm, Terramiga White Gold – Vegan, containing organic sugar cane honey (a genuine and differentiating concept, with approved designation of origin).

Madeira Rum House ©Turismo da Madeira

Address: Conjunto Monumental do Infante,
Apartamento 506, Avenida Arriaga 75

Tel.: +351 291 238 022

Email: madeirarochas@netmadeira.com

URL: www.madeirarochas.com.pt

GPS: 32° 64' 63.89" N 16° 91' 30.18" W

Opening Hours: Monday to Friday: 08h30 - 17h00

Closed: Saturdays, Sundays and Bank Holidays





Companhia dos Engenhos do Norte "Sorun" ©Turismo da Madeira

"Madeiran Rum" is an agricultural rum which results from the perfect combination of natural and human factors, allied with a secular "know how", which grant unique and distinct characteristics to this product. The Instituto do Vinho, do Bordado e do Artesanato da Madeira, I.P.-RAM (Madeira Wine, Embroidery and Handicraft Institute), the certifying entity of the Madeiran Rum, is responsible for carrying out all controls procedures, from the production to the trade.

TYPES OF RUM

NATURAL

It is differentiated from the other products of the same category due to its aromatic intensity and complexity as, at an olfactory level, it is more neutral than the others. It is distinct due to its tropicality, freshness, minerality and typical persistence.

SWEETENED OR "BENEFITED"

The sweetening enhances the specific aromatic complexity of the beverage, namely sweet notes of honey and dry fruit, such as figs and raisins, depending on the type of sweetener used to enhance the final flavour.

AGED

Subject to aging in oak casks for a minimum period of three years. It is distinct due to its high evolution potential, resulting in a unique and singular style. Robust and with an acid freshness granted by the region's *terroir*, it presents a wide panoply of scents and flavours acquired with the oxidative aging. It is known for its structure (robust), aromatic complexity, flavour delicacy and elegance as well as great persistence.



OPERATIONAL "ENGENHOS"

CURRENTLY, THERE ARE SIX OPERATIONAL MILLS IN MADEIRA



©Engenho Novo da Madeira

ENGENHO NOVO DA MADEIRA, LDA.

Engenho Novo da Madeira might be a recent company, but it is full of history. Built in 2006 by one of the heirs of the Hinton family, holders of the largest European mill for the transformation of sugar cane - the Torreão Factory -, from which the centenary column alembic was inherited, and from where the rum is still extracted today. Under the leadership of this new generation of entrepreneurs, the historical legacy of the Hinton brand was reborn, and the Madeiran Rum is now its main focus.

With great motivation and pride, the team works daily to offer and globally acknowledge the quality of the Madeiran Rum, therefore contributing to the growth and development, not only of the company but of the region.

This venue allows for previously scheduled guided tours, in which it is possible to taste and purchase products produced by this mill in its sales shop.

Address: Parque Empresarial da Calheta, Lote, 30/53
9370-250 Estreito da Calheta

Tel.: +351 291 822 767

Email: geral@enmadeira.com

URL: www.enmadeira.com

GPS: 32° 74' 71.99" N 17° 19' 48.79" W

Opening Hours: Monday to Friday: 08h30 - 17h00

Closed: Saturdays, Sundays and Bank Holidays

Access: Free



©Turismo da Madeira

SOCIEDADE DOS ENGENHOS DA CALHETA, LDA.

Sociedade dos Engenhos da Calheta appeared during a period of great industrial development, in the second sugar cycle, in the end of the 19th century and beginning of the 20th century.

It is a living example of the former sugar-production times with half a century of history, being one of the oldest mills on the island of Madeira. It produces quality rum, obtained from the controlled fermentation and careful distillation, and cane honey, obtained from the steam boiling of the molasses.

This venue allows for guided tours from Tuesday to Saturday, in which it is possible to taste the poncha and honey cake, and purchase products produced by this mill in the sales shop.

It is also important to highlight the fact that it continues to work with the old centenary machinery, before propelled by steam and currently electrified. Besides, it has a small museum centre which presents the several stages of the work process.

Address: Av. D. Manuel I 29, 9370-135 Calheta

Tel.: +351 291 822 118

Email: engenhosdacalheta@sapo.pt

Facebook: www.facebook.com/sociedadedosengenhosdacalheta

GPS: 32° 72' 24.28" N 17° 17' 96.56" W

Opening Hours Monday to Sunday: 08h00 - 19h00

Access: Free



©Turismo da Madeira

FÁBRICA MEL-DE-CANA RIBEIRO SÊCO DE V. MELIM, LDA.

With more than 125 years of history, the Fábrica Mel-de-Cana Ribeiro Sêco de V. Melim, Lda. is a reference in the production of cane honey in Madeira, a product which intertwines its identity with the identity of the island of Madeira.

This mill, known as “Engenho do Mel” (honey mill) mainly produces classic and organic cane honey and also sells honey cakes and broas de mel (honey biscuits) manufactured in-house. This space allows for guided tours, in which it is possible to taste, and purchase products produced by this mill in its sales shop.

Address: Rua das Maravilhas 170, 9000-162 Funchal

Tel.: +351 291 741 503

Email: meldecanaribeiroseco@netmadeira.com

URL: www.fabricaribeiroseco.com

GPS: 32° 39' 00.83" N 16° 55' 35.37" W

Opening Hours: Monday to Friday: 09h00 - 13h00; 14h00 - 18h00

Closed: Saturdays, Sundays and Bank Holidays

Access: Free

ENGENHOS DO NORTE

The Engenhos do Norte is one of the biggest attractions of Porto da Cruz as it is the main one in Europe driven by steam.

Built in the beginning of the 20th century (1927), but equipped with machinery from the 19th century, this mill is one of the most remarkable examples of the importance of sugar cane in Madeira and comprises a museum centre with great heritage importance.

It is exclusively focused on the production of cane sugar aguardente/ rum according to the original procedures.

This space allows for free guided tours, Masterclasses of Agricultural Madeiran Rum and also has a sales store “Maison du Rum”, in which it is possible to taste and purchase rum and other products.



©Companhia dos Engenhos do Norte “Sorum”

Address: Rua do Cais 6, 9225-050 Porto da Cruz, Machico

Tel.: +351 291 742 935

Email: jfariafilhos@gmail.com

Website: www.engenhosdonorte.com

URL: 32° 77' 42.62" N 16° 82' 80.73" W

Opening Hours: Monday to Friday: 09h00 - 18h00; Sábado: 10h00 - 17h00

Closed: Sunday and Bank Holidays

Access: Free





ABEL FERNANDES, LDA.

Located in Porto Cruz, this mill, best known as Abel's Engenho, produces agricultural rum (distillation of the juice and alcoholic fermentation) using a centenary machine, from 1907, to mill the cane. Essentially focused on the aging of the rum in oak barrels, some with 18 or 21 years of age, it is deemed as an asset for the final product.

Address: Rua Nossa Senhora Guadalupe 102,
9225-051 Porto da Cruz, Machico
Tel.: +351 291 562 151
Email: abel.fernandes.lda@gmail.com
GPS: 32° 77' 11.96" N 16° 82' 91.98" W
Opening Hours: 09h00 - 18h30
Closed: Saturdays, Sundays and Bank Holidays
Access: Free

FLORENTINO IZILDO DE GOUVEIA FERREIRA

Created in 1982 by the owner, Florentino Izildo Gouveia Ferreira, the mill "O Reizinho" engenho began with the traditional practice of the milling and production of homemade aguardente. Nowadays, the establishment produces liqueur, aguardente from sugar cane and also Gin The First, the first distilled gin in Madeira, made out of sugar cane alcohol. Its rum, "O Reizinho", has already won several national and international awards and is now traded in Madeira and in London.

Out of courtesy of the establishment, visitors are invited to taste the products produced by this mill.

Address: Rua da Levadinha 1,
9100-213 Gaula, Santa Cruz
Tel.: +351 966 992 731
Email: oreizinho1900@gmail.com
GPS: 32° 67' 98.39" N 16° 80' 82.70" W
Opening Hours: On request
Access: Free

PLACES TO VISIT:

"THE CITY OF SUGAR" MUSEUM

This museum is the living proof of the wealth generated by sugar in the island of Madeira is located in Praça Colombo, in the old João Esmeraldo houses (Jeanim Esmerandt or Esmenau, a sugar trader from Flanders) and here it is possible to observe a collection regarding the production and trade of sugar. It is a space dedicated to the history of the island's sugar industry, between the 15th and 19th century, one of the most remarkable periods of the history and culture of Madeira Island, known as the "White Gold" cycle, which took place between the 15th and 18th century. The main centre of the museum's collection gathers the archaeological findings of the excavations carried out on the old houses of the Flemish merchant, João Esmeraldo, in Praça Colombo in 1989, on the location of the properties demolished in 1876.

In this collection, highlight goes to the sculptures, jewellery and furniture, heritage which reflects the economic power derived from the sugar cycle.



©Turismo da Madeira

The main mission of this museum is to present the visitors to the main historical testimonies of the sugar production and technology, in the period in which it was at its peak, marking one of the most significant economic cycle of the archipelago's history.

Address: Praça Colombo 5, 9000-059 Funchal

Tel.: +351 291 236 910

Email: museu.acucar@cm-funchal.pt

URL: www.cm-funchal.pt

GPS: 32° 64' 85.78" N 16° 91' 53.25" W

Opening Hours: Monday to Friday: 09h30 - 17h30

Closed: Saturdays, Sundays and Bank Holidays

Access: Free



©MASF

SACRED ART MUSEUM OF FUNCHAL

The Sacred Art Museum of Funchal (MASF) is installed in the old Episcopal Palace, founded in 1594 by D. Luís Figueiredo de Lemos. It was opened to the public in 1955, comprising painting, sculpture, jewellery and religious garments collections, chronologically dated between the 15th and 19th centuries and originating from several churches and chapels of the island.

From the MASF's collections, two main groups are highlighted: the Flemish Art, with paintings, sculptures and jewellery, from the end of the 15th century and the first quarter of the 16th century; and the Portuguese Art, predominantly from the period between the 15th and the 18th century. In the latter, for instance,

notable jewellery exhibits from the Manueline period are represented.

On the other hand, the Flemish art set which is part of this collection exhibits the intense commercial contacts of Madeira with Flanders, during the 15th and 16th century, derived from the large-scale production and trade of sugar on the southern slope of the island.

The museum has educational services aimed for the several audiences, namely children, young individuals, adults, elderly and individuals with special needs.

Address: Rua do Bispo 21, 9000-073 Funchal

Tel.: +351 291 228 900

Email: masf@netmadeira.com / info@masf.pt
servicoeducativo@masf.pt

URL: www.masf.pt

GPS: 32° 64' 93.69" N 16° 90' 90.77" W

Opening Hours: Monday to Friday: 10h00 – 17h00; Saturday: 10h00 – 13h00

Closed: Sundays and Bank Holidays

Access: Paid



Museu Quinta das Cruzes ©Henrique Seruca

QUINTA DAS CRUZES MUSEUM

Quinta das Cruzes is one of the quintas with great historical tradition of Funchal, connected to the family of the first donee captains, as it was in these surroundings that they established their second residence at the beginning of the 16th century. In this museum, it is possible to enjoy several Madeiran furniture pieces made out of the boxes

which transported sugar, namely from Brazil, built from exotic woods (for instance, imbuia, tapinhoá and jequitibá [endemic Brazilian species]). Subsequently, in the 17th century, this wood was used to make furniture pieces for domestic use, specially wardrobes and chests.

Address: Calçada do Pico 1, 9000-206 Funchal

Tel.: +351 291 740 670

Email: mqc.drc.srtc@madeira.gov.pt

URL: <http://mqc.madeira.gov.pt/>

GPS: 32° 65' 10.69" N 16° 91' 37.67" W

Opening Hours: Tuesday to Sunday: 10h00 - 12h30 e 14h00 - 17h30

Closed: Mondays

Access: Paid



Cylinders (press) ©Museu Etnográfico da Madeira

ETHNOGRAPHIC MUSEUM OF MADEIRA

The Ethnographic Museum of Madeira occupies two buildings, located at Rua de S. Francisco, in the village of Ribeira Brava: an old building, a manor house from the 17th century, which, in the 19th century, was transformed into an industrial unit – the “Old Engenho of Aguardente of Ribeira Brava” – and a new building, built from scratch for this purpose.

The old engenho operated in this building from the second half of the 19th century until the 70's of the 20th century. In 1853, a device to mill the sugar cane, driven by animals, and an alembic for the distillation of aguardente were set. In 1862, hydraulic energy started being used and, in the same year, a wooden drive wheel and a device to mill the sugar cane with

three horizontal iron cylinders, was installed. In 1868, two cereal mills were also operational in that factory. All these technological testimonials were recovered and are now exhibited.

The agro-industrial sugar cane activity left several precious testimonials on the island of Madeira and this is a unique sample of the industrial heritage at a national and European level, due to its technological duality: milling of sugar cane and distillation of aguardente, as well as the milling of cereal.

In its acquis, the museum integrates collections of objects related to the different social, economic and cultural aspects of the archipelago of Madeira, as well as ethnography as its main vocation.

Address: Rua de São Francisco 24, 9350-211 Ribeira Brava

Tel.: +351 291 952 598

Email: museuetnografico@gmail.com

URL: cultura.madeira-edu.pt

GPS: 32° 67' 28.98" N 17° 06' 56.12" W

Opening Hours: Tuesday to Friday: 09h30 - 17h00

Saturday: 10h00 - 12h30 and 13h30 - 17h30

Closed: Sundays, Mondays and Bank Holidays

Access: Paid

GALLERY 1425 SAVOY SACCHARUM HOTEL

In this museum centre, best known as "Gallery 1425" – the year in which the first sugar cane "stalk" arrived -, it is possible to observe several pieces of the old engenhos and also a video about the cultivation of sugar cane and production of honey and aguardente. In the hotel's gardens, there is a small plantation of sugarcane.



Address: Rua Serra de Água 1, 9370-083 Arco da Calheta

Tel.: +351 291 820 800

Email: saccharum@savoyresorts.com

URL: www.savoyresorts.com

GPS: 32° 71' 67.61" N 17° 17' 08.45" W

Opening Hours: Monday to Sunday: 24h

Access: Free



©Turismo da Madeira

MADEIRA RUM HOUSE

Madeira Rum House is a commercial establishment which aims to promote and value the Madeiran rum, telling its story and revealing its flavours. In this traditional spot, it is possible to taste and purchase several Madeiran rums.

Address: Rua Portão de São Tiago 19c, 9060-250 Funchal

Tel.: +351 966 017 555

Email: madeirumhouse@gmail.com

Facebook: www.facebook.com/madeirumhouse

GPS: 32° 64' 71.47" N 16° 89' 94.68" W

Opening Hours: Monday to Sunday: 19h00 - 23h00

Access: Free



PUKIKI TIKI BAR

Located in Estreito da Calheta, this is the first and only Tiki bar in the island of Madeira. Pukiki Tiki Bar marks the historical connection between Madeira and Hawaii as, in the end of the 19th century, many Madeiran citizens emigrated to that archipelago in the Pacific Ocean to work in the sugar cane industry. These Madeiran citizens, which were called “Pukiki” by the natives, influenced, in several ways, the culture of that location. Pukiki Tiki Bar offers, to its customers, the greatest selection of rum in Madeira, comprising almost all regional rums and also tiki and tropical cocktails.



©Turismo da Madeira

Address: Rua das Furnas, 77 | 9370-261 Estreito da Calheta
Tel.: +351 291 822 032
Email: pukikibar@gmail.com
URL: www.pukikibar.com
GPS: 32° 43' 48.9" N 17° 11' 16.3" W
Opening Hours: Monday to Friday: 17h00 - 23h30; Sábado: 16h00 - 23h30
Access: Free



EVENTS CONNECTED TO SUGAR CANE

REGIONAL SUGAR CANE AND BY-PRODUCTS FAIR

The Regional Sugar Cane and By-products Fair is usually carried out in March or April, in the parish of Canhas, municipality of Ponta do Sol.

These are two festive days, in which all by-products of sugar cane, such as rum, honey, sugar cane juice, desserts and the traditional food and drinks typical of the Madeiran festivities are sold, together with musical entertainment.

During the event, it is possible to visit a cane sugar plantation and participate in the cane harvest, which ends with a lunch *in loco*. At the end of the event, the best cane sugar producers of the Autonomous Region of Madeira are rewarded.

This event is organized by Casa do Povo of Ponta do Sol, Regional Secretariat of Agriculture and Fishing, Sociedade de Engenhos da Calheta, Fábrica Mel-de-Cana Ribeiro Seco and by the parish councils of the municipality.

"CANE HARVEST" FESTIVAL

The "Cane Harvest" Festival takes place in April or May, aiming to present the sugar cane route and disseminate the cultural and architectonic heritage of the parish of Porto Cruz. Several activities are carried out in the parish's centre. Walks, in which it is possible to appreciate the beautiful landscapes of this parish, as well as the sugar cane harvest *in loco*, are scheduled. The organization of this event is carried out by the Associação Flores de Maio (May Flowers Association).



©Turismo da Madeira

SUGAR FESTIVAL

The Sugar Festival is carried out in July, at Avenida Arriaga, aiming to celebrate this historical product.

Over 4 days, several wooden stalls, with decorations allusive to the topic, offer a selection of regional and gastronomic products, such as typical desserts and drinks. There is also a space dedicated to the concept which allows for the organization of other initiatives related to the sugar culture.

Largo da Restauração, aimed for the children, is equipped with a wide variety of candy and sweet treats. The entertainment includes shows by bands, music groups, ranchos folclóricos (folklore groups) and philharmonic bands.

This event is organized by the Regional Tourism Directorate.

MADEIRAN RUM FESTIVAL

The Madeiran Rum Festival is carried out in April or May, during the operational period of the engenhos, transforming cane sugar into rum. It counts with the participation of several Madeiran Agricultural Rum producers and is a unique opportunity for the Madeiran citizens and tourists to get to know and appreciate this noble product. Over 4 days, the visitors are able to taste the several types of rum produced in Madeira, enjoy cocktails made with Madeiran Rum and perfect their knowledge in several *masterclasses* carried out, in a laid-back environment with musical entertainment. The festival is organized by IVBAM.



MILLS

- 1 – Engenho Novo da Madeira
- 2 – Sociedade dos Engenhos da Calheta
- 3 – Fábrica Mel de Cana Ribeiro Seco
- 4 – Companhia dos Engenhos do Norte
- 5 – Abel Fernandes
- 6 – Florentino Izildo de Gouveia Ferreira

MUSEUMS

- 7 – "The City Of Sugar" Museum
- 8 – Sacred Art Museum Of Funchal
- 9 – Quinta das Cruzes Museum
- 10 – Ethnographic Museum Of Madeira
- 11 – Galeria 1425

TASTING PLACES

- 12 – Madeira Rum House
- 13 – Pukiki Tiki Bar

MADEIRA

ANTIC OCEAN



- Tourist Office
- Museums
- Mills
- Tasting places

- Highway
- Main Roads
- Secondary Roads
- Another route
- Tunnel





