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Porto da Cruz & Madeira Rum Live: Engenhos do Norte



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approx.

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Porto da
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Join us live from Porto da Cruz to discover Madeira rum, sugarcane traditions, Engenhos do Norte, local gastronomy, Atlantic views and the village's relaxed surf culture.

Highlights

- **Porto da Cruz** live from Madeira's northeast coast.
- Views from **Cabeço do Cerrado** and Penha d'Água.
- Visit **Engenhos do Norte** and discover Madeira rum traditions.
- Enjoy a **Madeira rum tasting** and traditional poncha.
- Taste local flavours including **gaiado seco** and **vinho seco**.

General Overview

Country: Portugal
Region: Madeira Islands
City: Porto da Cruz
Duration: 90 mins. approx.

Type: Virtual Experiences
Theme: Food & Wine Tours
Group Size: Unlimited
Price from: 0 €

Introduction

A live journey into Porto da Cruz, Madeira rum and local traditions

Join us live from **Porto da Cruz**, on Madeira's dramatic northeast coast, for a journey into the landscapes, flavours and traditions that have shaped this historic rural community.

Part of the municipality of **Machico**, Porto da Cruz has been closely connected with agriculture, fishing and the Atlantic Ocean for centuries. Its fertile slopes, abundant water and subtropical climate helped establish crops including vines and sugarcane, while its small port provided an important connection with the sea.

Sugarcane became one of the crops that transformed Madeira after the settlement of the island and played an important role in its early economy. In Porto da Cruz, this agricultural heritage remains particularly visible today through the fields surrounding the village and the historic production of **aguardente de cana** and Madeira agricultural rum.

For this **free live virtual experience**, Sean will begin above Porto da Cruz at the **Cabeço do Cerrado viewpoint**, with panoramic views across the village, Atlantic coastline and the impressive **Penha d'Águia**, or Eagle Rock. From there, we will travel down towards the coast and experience some of the different elements that give Porto da Cruz its distinctive character.

One of the highlights of our experience will be a visit to [Engenhos do Norte](#), also known as the **North Mills Distillery**. Built in 1927 and incorporating historic machinery, the working mill is one of Madeira's most important examples of living sugarcane heritage.

Madeira agricultural rum is produced from the fermentation and distillation of **fresh sugarcane juice**, creating a direct connection between the spirit, the farmers who cultivate the cane and the Madeiran landscape where it grows.

During our visit, **Carla from Engenhos do Norte** will join us and help us discover more about the historic mill, its machinery and the traditions behind the production of Madeira agricultural rum. We will also visit the tasting room to sample some of the distillery's rums and learn more about their different styles.

Engenhos do Norte also produces traditional **poncha** using its aguardente de cana, connecting one of Madeira's best-known drinks directly with the island's historic sugarcane industry.

For travellers who would like to experience this side of Madeira in person, Engenhos do Norte is also included in our [Madeira Culinary Journey](#), where we go deeper into the island's rum, wine, local producers, regional gastronomy and culinary traditions.

Porto da Cruz also has its own distinctive food and wine traditions. During our live experience, we plan to meet **José Pequeno** at **Snack Bar Fragateira** and enjoy a traditional **dentinho of gaiado seco with vinho seco**.

Gaiado seco is sun-dried skipjack tuna, part of an older Madeiran tradition of preserving fish, while the local vinho seco reflects Porto da Cruz's rural wine culture. Historically, wine from the parish was transported along Madeira's mountain paths in animal-skin wineskins by men known as **borracheiros**.

Alongside these older traditions, Porto da Cruz has also developed a relaxed **surf culture**, particularly around Praia da Alagoa, where Atlantic waves meet one of the most dramatic mountain and coastal landscapes in eastern Madeira.

This experience reflects the kind of Madeira we love to share at **Eat & Walkabout**: sustainable, immersive travel rooted in **local gastronomy, agricultural heritage, landscape and the people who keep Madeira's traditions alive**.

To learn more about the destination, including Madeira rum, sugarcane, gaiado seco, vinho seco, levadas, viewpoints, surf culture and local traditions, visit our [Porto da Cruz food and travel guide](#).

You can also watch the replay of our [Santo da Serra Market, Cheese Tasting & Cooking Demo](#), exploring another side of eastern Madeira through artisan cheese, local producers, the traditional Sunday market and countryside cooking.

And for another Madeira live experience, join us for our [Madeira Wine Harvest Festival Live: Festa das Vindimas in Câmara de Lobos](#), where we explore Madeira's grape harvest, ethnographic parade and traditional grape stomping.

Join Porto da Cruz & Madeira Rum Live

Our free live virtual experience takes place on **Monday, September 14th, 2026 at 4:15 PM Madeira Time.**

Register below for free and we will send you the YouTube Live link so you can join Sean live from Porto da Cruz.



Day by day itinerary

This free live virtual experience takes place on one special date:

Live virtual experience date:

Monday, September 14th, 2026 @ 4:15 PM Madeira Time (90 mins. approx.)

Register free here:

[Register for the free live stream](#)

Join Sean live from **Porto da Cruz** for a journey through Madeira's northeast coast, connecting panoramic landscapes, sugarcane, agricultural rum, local food traditions and the Atlantic Ocean.

We plan to begin at the **Cabeço do Cerrado viewpoint**, high above Porto da Cruz, where we can enjoy panoramic views over the village, cultivated slopes, coastline and the dramatic **Penha d'Águia**, or Eagle Rock.

From the viewpoint, we will make our way down towards Porto da Cruz and continue on foot, passing the surfing area around **Praia da Alagoa** before arriving at [Engenhos do Norte](#), also known as the **North Mills Distillery**.

At Engenhos do Norte, we will meet **Carla**, who will show us around the historic sugarcane mill and help us learn more about Madeira agricultural rum, aguardente de cana and the importance of sugarcane to Porto da Cruz and the island.

We will then continue to the tasting room for a **Madeira rum tasting** and learn more about some of the rums produced at Engenhos do Norte, as well as their traditional poncha made with aguardente de cana.

After the rum visit, we plan to continue through Porto da Cruz and stop at **Snack Bar Fragateira**, where we will meet **José Pequeno** for a traditional **dentinho of gaiado seco with vinho seco**.

Our final walk will take us towards the **Porto da Cruz promenade and bathing complex**, where we will finish beside the Atlantic with views across the coast and surrounding mountains, followed by some time for live questions and answers.

The exact route and timing may vary slightly during the live stream as we explore Porto da Cruz in real time.

Included

- Free live virtual experience in English.
- Live from Porto da Cruz on Madeira's northeast coast.
- Begin with panoramic views from the Cabeço do Cerrado viewpoint.
- Experience Porto da Cruz's surf culture around Praia da Alagoa.
- Visit Engenhos do Norte, also known as the North Mills Distillery.
- Learn about Madeira sugarcane, aguardente de cana and agricultural rum.
- Enjoy a Madeira rum tasting with Carla from Engenhos do Norte.
- Meet José Pequeno at Snack Bar Fragateira for gaiado seco and vinho seco.
- Finish beside the Atlantic on the Porto da Cruz promenade with live Q&A.
- Interactive live chat during the event to ask questions.
- YouTube Live link provided after registration.

Frequently Asked Questions

Where does this Porto da Cruz live virtual experience take place?

The live experience takes place in Porto da Cruz, a historic rural parish in the municipality of Machico on Madeira's northeast coast. We plan to begin above the village at the Cabeço do Cerrado viewpoint before continuing down towards the coast.

What will we see during the live stream?

We plan to begin with panoramic views over Porto da Cruz and Penha d'Águia before heading down into the village. We will pass the surf area around Praia da Alagoa, visit Engenhos do Norte, enjoy a Madeira rum tasting, stop for gaiado seco and vinho seco, and finish beside the Atlantic on the Porto da Cruz promenade.

What is Engenhos do Norte?

Engenhos do Norte, also known as the North Mills Distillery, is a historic working sugarcane mill in Porto da Cruz. Built in 1927 and incorporating historic machinery, it continues to produce aguardente de cana and Madeira agricultural rum from fresh sugarcane juice.

What is Madeira agricultural rum?

Madeira agricultural rum is produced from the fermentation and distillation of fresh sugarcane juice. It reflects Madeira's long relationship with sugarcane agriculture and is closely connected with traditional products such as aguardente de cana and poncha.

What are gaiado seco and vinho seco?

Gaiado seco is sun-dried skipjack tuna, traditionally enjoyed as a local dentinho or small snack. In Porto da Cruz it is often paired with vinho seco, a simple local dry wine associated with the parish's rural food and wine traditions.

Is this Madeira virtual experience free?

Yes. This live virtual experience is free. Register in advance to receive the YouTube Live link and join Sean live from Porto da Cruz.

Excluded

- You will need a computer or phone and an internet connection.

Add-ons

Tours

Join the Gourmet Table: A 7-Day Culinary Journey on Madeira Island

Gastronomic Jeep Tour: Madeira Wine Country & Northern Coast