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Santo da Serra Market, Cheese Tasting & Cooking Demo

☆☆☆☆
0 User Reviews

🕒 90 mins. approx.

📍 Santo Antonio da Serra

€ On Request Best Rate



Join Sean & Chef Sergio live from Madeira for a free virtual experience at Santo da Serra Sunday Market, followed by Santo Queijo artisan cheese tasting and a Madeiran cooking demo rooted in rural island traditions.

Highlights

- **Santo da Serra Sunday Market** live from rural Madeira.
- Fresh produce, local snacks, flowers and market traditions.
- **Santo Queijo** artisan cheese tasting.
- Madeiran cooking demo with countryside flavours.
- Stories of rural Madeira, Santa Cruz and Machico.
- Supporting **small-scale, sustainable and local food travel**.

General Overview

Country: Portugal
Region: Madeira Islands
City: Santo Antonio da Serra
Duration: 90 mins. approx.

Type: Virtual Experiences
Theme: Culinary Tours and Cooking Holidays
Group Size: Unlimited
Price from: 0 €

Introduction

A live journey into rural Madeira's Sunday market, cheese and home cooking

Join Sean & Chef Sergio live from **Santo António da Serra**, often called **Santo da Serra**, for a virtual experience that brings together one of Madeira's most authentic Sunday markets, local food traditions, artisan cheese and a Madeiran cooking demo.

Santo da Serra is a rural mountain village in eastern Madeira, shared by the municipalities of **Santa Cruz** and **Machico**. Set on a green high plateau above the coast, it is known for its fresh mountain air, countryside landscapes, levadas, farming traditions and lively Sunday market.

For us at **Eat & Walkabout**, this is exactly the kind of Madeira we love to share. It is not about rushing from one viewpoint to another. It is about slowing down, walking through the market, smelling the roasted frango, tasting local flavours, meeting people and understanding how food,

land and community are still connected here.

We begin live at the **Santo da Serra Sunday Market**, where farmers, artisans, local families and visitors gather every week. This is one of the best places to experience rural Madeira in a simple and authentic way. You will see fresh produce, seasonal fruit and vegetables, flowers, local snacks, homemade products and traditional crafts.

A Sunday morning here is something you see, smell and taste. You may catch the aroma of **fresh roasted frango**, see people stopping for a **poncha**, or hear the local rhythm of a market where neighbours meet, vendors sell their produce and visitors discover a more local side of Madeira.

After the market, we continue into Madeira's countryside food traditions with a visit connected to **Santo Queijo**, an artisan cheese producer in the Santo da Serra area. We will talk about local cheese, rural food culture and the importance of small producers in keeping Madeiran traditions alive.

The experience finishes with a relaxed **Madeiran cooking demo**, where market ingredients, local cheese and countryside flavours come together. This is a virtual taste of the kind of food experience we love: local, human, practical and rooted in place.

This live virtual experience is also connected to our in-person [Madeira Culinary Day Tour: Artisan Cheese Farm & Cooking Class](#), a private culinary day from Funchal into Madeira's countryside.

You can also explore more of the island in our [Madeira Travel Guide](#) and our [Santo António da Serra Travel Guide](#).

Click the image below to register free for the live virtual experience.



**Santo da Serra
Sunday Market
& Rural Madeira**

LIVE VIRTUAL EXPERIENCE

📅 Sunday, 12 July 2026 · 12:00 PM Madeira Time
👤 with **Eat & Walkabout**

Our Destination Partners

We partner with tourism boards to best represent our selected destinations.



MADEIRA ISLANDS

Day by day itinerary

This live virtual experience takes place on a special date:

Live virtual experience date:

Sunday, July 12th, 2026 @ 12:00 PM Madeira Time (90 min. approx.)

Register free here:

[Reserve your free place for the live stream](#)

12:00 PM - Welcome from Santo da Serra Market

We begin live from **Santo da Serra Sunday Market**, one of the most authentic rural markets in Madeira. We will introduce Santo António da Serra, its location between **Santa Cruz** and **Machico**, and the local Sunday atmosphere that makes this mountain village such a special place to visit.

12:15 PM - Market walk with local food stories

We walk through the market stalls, looking at fresh produce, seasonal fruit and vegetables, flowers, local snacks, crafts and the everyday rhythm of rural Madeira. We will talk about the aromas, flavours and small traditions that make this market special, from the smell of **fresh roasted frango** to local drinks, simple dentinhos and the social life of a Sunday morning with the locals.

12:40 PM - Santo Queijo and artisan cheese tasting

We continue with the story of **Santo Queijo**, an artisan cheese producer from the Santo da Serra area. We will introduce the cheese, talk about local production and explain how small producers help keep Madeira's countryside food traditions alive. This is also a chance to connect the market with the wider rural food culture of the island.

1:00 PM - Madeiran cooking demo

Using local ingredients and countryside inspiration, we join a relaxed **Madeiran cooking demo** connected to home cooking and rural flavours. This is a simple, real and practical way to understand the food behind the island, from local cheese and market ingredients to the kind of dishes and stories that make Madeira so memorable.

1:25 PM - Questions and Madeira travel inspiration

We close with questions from the live chat and ideas for visiting Madeira in person, including our **artisan cheese farm and cooking class**, rural food experiences, Santo da Serra, Machico, Santa

Cruz and future Eat & Walkabout journeys in Madeira.

Included

- Free live virtual experience in English.
- Interactive live chat during the event to ask questions.
- YouTube Live link provided after registration.
- Live visit to Santo da Serra Sunday Market.
- Introduction to Santo Queijo artisan cheese.
- Madeiran cooking demo with local food stories.

Frequently Asked Questions

Is this virtual experience free?

Yes, this live virtual experience is free. You only need to register in advance to receive the YouTube Live link.

Where does the live experience take place?

The live experience takes place in Santo António da Serra, often called Santo da Serra, a rural mountain village in eastern Madeira shared by the municipalities of Santa Cruz and Machico.

What will I see during the experience?

You will join us live at Santo da Serra Sunday Market, discover local produce and food traditions, learn about Santo Queijo artisan cheese and follow a relaxed Madeiran cooking demo.

Can I book this type of experience in Madeira?

Yes. Eat & Walkabout offers private culinary experiences in Madeira, including an artisan cheese farm visit and cooking class connected with Santo António da Serra and the island's countryside food traditions.

Excluded

- This is an online experience and does not include travel to Madeira.
- Food and drinks are not included for online participants.

Pick up

- This is a virtual experience. No hotel pickup is required.

Drop off

- This is a virtual experience. No drop-off is required.

Cancellation policy

This is a free virtual experience. If you register and can no longer attend live, you may still be able to watch the replay if available after the event.

Add-ons

Tours

Madeira Culinary Day Tour: Artisan Cheese Farm & Cooking Class

Madeira Atlantic Festival Fireworks Live from Funchal Bay
