



## PRESS RELEASE

### Christmas traditions in Portugal and in Canada, different but alike.



The programme “Enjoy it’s from Europe” is an initiative funded by the European Union, that aims to add value and recognition to a wide variety of agricultural products that respect the environment, have high quality and safety standards, promote agricultural traditions or a healthy lifestyle.

Within this scope the “EU FREE GRAZING DAIRY” project was born with the mission of promoting the Cheese produced in the Azores Islands in Portugal, in the Canadian market. During the project’s lifetime, we have realized that its purpose was much bigger than simply promoting a national product in a foreign country. During the project’s lifetime, we have realized that we were celebrating our countries, our cultures, and our traditions, both its differences and its similarities. And that became the true purpose of our project and became our mission during the past 3 years. During the process we have come to a simple conclusion: Portugal and Canada differ in many aspects, such as their size or their location, but they have many similarities and Christmas it’s the perfect example of that.

Our two countries are both fellows from the northern hemisphere, so our Christmas is characterized by its cold weather, although the concepts of cold in Portugal and Canada differ slightly. Both in Portugal and in Canada, the houses are decorated with Christmas trees, lights, and other props. As for the gift openings, we both discussed whether to open them on Christmas Eve or on Christmas Day.

As for the food, here are some differences: we both agree that one of the main Christmas meals is roasted turkey, but in Portugal we also have bacalhau (codfish), a fish with great importance in the gastronomic culture of our country. And that used to be caught on the great bench of Terra Nova, Newfoundland & Labrador, in Canada. As for the deserts in Canada the traditional desserts include the Christmas plum pudding, the mincemeat tarts, a rich fruit Christmas cake or the Christmas crackers. In Portugal we have rabanadas, sonhos, filhós, aletria, and in the Azores, arroz doce, queijadas and licor de leite, and the classic bolo rei (king cake), which is a Portuguese Christmas icon, present in all Portuguese pastry shops, bakeries, and confectioneries at the end of the year.

Here is the proof, different but alike. The Say Azores Cheese team have dedicated the last 3 years to discovering, celebrating, and falling in love with your culture. Now it’s your turn: discover, celebrate, and fall in love with the Portuguese and with the Azorean culture, you won’t regret.



Find out more on: [sayazorescheese.eu](http://sayazorescheese.eu)

**THE SAY AZORES CHEESE TEAM WISHES EVERYONE A HAPPY HOLIDAY SEASON.**

**About us:** The “Enjoy it’s from Europe” programme aims to promote European products abroad to help open new markets. Under this programme the EU FREE GRAZING DAIRY project intends to promote the European dairy products, more precisely, the Say Azores Cheese campaign (promote cheese produced with milk from grass-fed animals in Azores (an European outermost region) to Canadians).