



ALENTEJO **EXPORT** 2030

DIGITAL CATALOG OF THE PROJECT



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INDEX

01

THE PROJECT

The "Alentejo Export 2030" Project | Page 4

03

ALENTEJO

Alentejo "A competitive territory for global markets" | Page 18
Alentejo Craft Gin – Botanical Identity and Premium Innovation | Page 25

05

ALENTEJO PRODUCTS

Aromatic and Medicinal Plants | 36
Cereals | 40
Cheeses | 44
Confectionery | 48
Fruits and Nuts | 52
Gourmet Products | 56
Honey | 62
Meats | 66
Mushrooms | 72
Olive Oil | 76
Preserves | 82
Tomato and Vegetables | 86
Traditional and Artisanal Beverages | 90
Wine | 96
Products from Alentejo with protected origin – PDO, PGI | Page 102

02

PROJECT PROMOTERS

NERBE | Page 10

NERE | Page 14

04

ALENTEJO TOURISM

Authentic Experiences with International Value | Page 28
Tourism as a Driver of Internationalization | Page 28
Main Typologies with International Potential | Page 30
Tourism + Agri-food Synergies | Page 32
Value for International Markets | Page 32

01



THE PROJECT

Alentejo Export 2030 is a collective internationalisation initiative promoted by **NERBE/AEBAL – Associação Empresarial do Baixo Alentejo e Litoral**, and **NERE – Núcleo Empresarial de Évora – Associação Empresarial**. The project aims to strengthen the international presence of Alentejo-based companies in the agri-food and tourism sectors, two strategic pillars of the regional economy with strong potential to create value in external markets.

Built on a collaborative approach, the project addresses key regional competitiveness factors by supporting companies in overcoming internationalisation challenges within increasingly demanding and competitive markets, where differentiation, quality and authenticity are decisive.

The project is structured around three complementary strategic pillars:

- Strengthening business capabilities for internationalisation, through collaborative processes, knowledge sharing and the development of critical skills, promoting a structured and informed approach to foreign markets,
- Consolidation of mature international markets, where prior promotion and prospecting have taken place, reinforcing the positioning of Alentejo products and services based on quality, differentiation and territorial identity,
- Exploratory engagement with new markets, fostering market knowledge, prospecting and access to emerging geographies, with a view to diversifying export destinations and enhancing the resilience of the regional business fabric.

The core objective of Alentejo Export 2030 is to create a favourable environment for the sustainable internationalisation of agri-food and tourism companies, leveraging synergies between these two sectors and promoting a coherent, aggregated offer aligned with international demand trends.

Project implementation is based on the development of innovative mechanisms for market intelligence, prospecting and access, combining capacity-building actions, international promotion, business missions, digital content production and strategic communication tools. These instruments help bridge the gap between the intrinsic quality of Alentejo's products and services and their perception in international markets.

This digital catalogue forms part of that strategy, serving as a presentation tool for the regional offer to external markets, highlighting authenticity, quality and uniqueness, and reinforcing Alentejo's international visibility as a competitive, innovative and future-oriented territory.



02



PROJECT PROMOTERS



Associação Empresarial do Baixo Alentejo e Litoral





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NERBE-AEBAL

NERBE/AEBAL is the reference business association for Baixo Alentejo and the Coastal Alentejo, playing a central role in supporting companies, fostering economic development and enhancing regional competitiveness.

With strong links to the local business community, NERBE/AEBAL acts as a platform for development, qualification and internationalisation, supporting primarily micro and small enterprises in organisational modernisation, innovation, human resources development and access to new markets.

Its intervention follows a practical and results-oriented approach, combining:

- technical support and specialised consultancy,
- qualification of entrepreneurs and workers,
- implementation of collective projects,
- promotion of business cooperation networks.

Within Alentejo Export 2030, NERBE/AEBAL acts as an active driver of internationalisation, contributing to the valorisation of the regional agri-food and tourism offer, the creation of bridges to external markets and the strengthening of the territory's international visibility.

The association has a consolidated track record in coordinating funded projects, implementing business capacity-building methodologies and mobilising the economic fabric, positioning itself as a strategic partner for sustained and structured international promotion initiatives, aligned with the priorities of the Alentejo strategy 2030.

www.nerbe.pt

The city of Beja

Centrality, Human Scale and Opportunity

Beja is a strategic urban centre in southern Portugal, combining human scale, quality of life and territorial centrality. Its location allows fast connections to the Alentejo coast, Lisbon and Spain, facilitating logistical, commercial and institutional flows.

The city benefits from a highly productive agricultural hinterland, reinforced by the Alqueva Irrigation System, which has transformed the landscape and enabled modern, competitive agriculture oriented towards international markets.

Beja positions itself as a territory of opportunity for companies and projects that value space, resources, efficiency and direct links to emerging agri-food and tourism value chains.

<https://cm-beja.pt>





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NERE

NERE is a public-interest business association representing and supporting the business community of Central Alentejo, playing a structural role in regional economic development.

With a strong focus on business modernisation, innovation and skills development, NERE acts as a catalyst for economic dynamics, promoting cooperation between companies, the adoption of good management practices and the integration of innovative and digital solutions.

Its mission is pursued through:

- direct support to companies,
- implementation of capacity-building and training-action projects,
- promotion of business networks and strategic partnerships,
- encouragement of innovation, differentiation and sustainable growth.

Within Alentejo Export 2030, NERE contributes to the creation of an ecosystem conducive to internationalisation, strengthening the link between companies, knowledge, territory and external markets. Its experience in collective projects, combined with close proximity to the business fabric, enables more consistent, informed and value-oriented internationalisation processes.

NERE thus positions itself as a key partner in the international promotion of Alentejo, supporting the external projection of companies, regional products and the territory's economic identity.

www.nere.pt

The city of Évora

Knowledge, Heritage and Market Connectivity

Évora is the main urban and institutional hub of Alentejo, standing out for its regional centrality, economic dynamism and ability to attract talent. As a UNESCO World Heritage city, it combines history and cultural identity with a strong academic, scientific and service-oriented vocation.

Its strategic location ensures efficient connections to the Port of Sines, major road axes and Iberian and European markets, reinforcing its role as a platform linking production, knowledge and internationalisation.

Évora positions itself as a regional hub for innovation, skills development and advanced services, supporting business growth and the international projection of Alentejo.

www.cm-evora.pt

Évora 2027 | European Capital of Culture

Évora's as European Capital of Culture in 2027 strengthens Alentejo's international positioning as a territory of culture, creativity and authenticity. This recognition places the region on major European cultural circuits, fostering high-value tourism flows and creating opportunities for the integrated promotion of regional products.

The connection between heritage, cultural programming, gastronomy, wines and agri-food products creates a unique internationalisation context, where tourism becomes a powerful driver of economic and territorial value.

Within Alentejo Export 2030, Évora 2027 represents a strategic lever to enhance the international visibility of the territory and its companies in both mature and emerging markets.



03



ALENTEJO

A competitive territory for global markets

Alentejo is a territory with high strategic potential, recognised for its safety, sustainability and authenticity, as well as for its growing competitiveness in international markets.

The region combines outstanding endogenous resources - including agri-food, wines, olive oil, cork and natural stone - with key infrastructures, notably the Port of Sines, international logistics networks and large-scale irrigation systems.

With an extensive and preserved coastline, an environmentally sustainable model based on the montado ecosystem and a strong commitment to internationalisation, Alentejo presents itself as a territory ready to create, produce and export value, fully integrated into global trade and investment routes.

<https://webb.ccdr-a.gov.pt/index.php/ra-87821>

The target territory of the project covers the following territorial areas of the Alentejo Region:



Regarding the year 2022, the following are some of the most relevant aspects to take into consideration for the Project Territory:

Territory	Area	Resident Population	Population Density
Baixo Alentejo	8 543 Km ²	115 757 N.º	13,5 N.º/Km ²
Alentejo Central	7 393	153 475	20,7
Alentejo Litoral	5 309	101 388	18,8
Sum	21 245	370 620	17,4
Alentejo	31 605	722 465	22,9
Portugal	92 225	10 639 726	115,4

Source: National Statistics Institute

The project territory represents 23.0% of the entire territory of Portugal, concentrating 3.5% of the resident population.

	PIB	VAB	Total Employment	GDP per capita	
	Millions €	Millions €	N.º	€	
Territory	Baixo Alentejo	2 571,870	2 213,7	52 100	22 300
	Alentejo Central	3 183,130	2 696,7	73 000	20 800
	Alentejo Litoral	3 004,257	2 434,1	49 000	30 100
	Sum	8 759,257	7 344,5	174 100	23 791
	Alentejo	13 101,713	11 326,656	320 476	18 847
	Portugal	203 896,177	176 310,709	4 914 463	19 827

Source: National Statistics Institute

Both the GDP and the GVA of the Territory represent 3.3% of the value observed for the Country. The total employment registered in the Territory is 3.5% of the country's total employment. As for companies, we have:

	Company Density	Proportion of Individual Companies	Proportion of Microenterprises	Average Number of Employees per Company	Average Business Volume per Company	
	Nº/Km ²	%	%	N.º	Thousands of €	
Territory	Baixo Alentejo	1,9	73,37	97,8	2,2	240,8
	Alentejo Central	2,8	71,02	97,5	2,4	189,1
	Alentejo Litoral	2,5	73,12	97,5	3,4	329,1
	Sum	2,4	71,37	97,2	2,6	242,9
	Portugal	13,5	68,22	96,3	3,1	298,9

Source: National Statistics Institute



Alentejo Craft Gin – Botanical Identity and Premium Innovation

In recent years, Alentejo has emerged as a territory of high-quality craft gin production, combining local botanicals, creativity and carefully controlled distillation processes.

Inspired by Mediterranean flora, aromatic plants and the montado landscape, these gins stand out for their complex aromatic profiles and clear premium positioning, aligned with international consumption trends focused on authenticity, origin and conscious drinking.

Integrated into gastronomic experiences, author-driven tourism and specialised tastings, Alentejo craft gins reinforce the modernity of the regional offer, complement traditional beverages and project the territory into innovative segments of international markets.

04



ALENTEJO TOURISM

Authentic Experiences with International Value | 28

Tourism as a Driver of Internationalization | 28

Main Typologies with International Potential | 30

Tourism + Agri-food Synergies | 32

Value for International Markets | 32



Authentic Experiences with International Value

Tourism in Alentejo is a strategic internationalization sector, functioning simultaneously as an exporting economic activity and as a platform for valuing regional products, particularly agri-food. The region offers differentiated experiences, based on the authenticity of the territory, the quality of its products and the connection between landscape, culture, gastronomy and ways of life, responding to trends in international demand for sustainable, safe destinations with high experiential quality.

Tourism as a Driver of Internationalization

The Alentejo positions itself as a competitive destination for mature and emerging markets, integrating:

- environmental quality and low density,
- distinctive cultural and historical heritage,
- recognized gastronomic and agri-food offer,
- genuine experiences, linked to the territory and people.

In this context, tourism acts as a privileged channel for the international projection of the region, strengthening brands, promoting local products, and creating chain business opportunities.

Main Typologies with International Potential

Gastronomic and Wine Tourism

Experiences focused on regional gastronomy, olive oil, wines, and local products, integrating visits, tastings, sensory experiences, and direct contact with producers.

Nature and Sustainability Tourism

An offering based on preserved landscapes, natural areas, the montado, the Atlantic coast, and practices aligned with environmental sustainability and responsible tourism.

Cultural and Heritage Tourism

Enhancement of historic centers, classified heritage, traditions, and local knowledge, integrated into authentic and differentiating experiences.

Experiential Tourism and Slow Travel

Experiences connected to the rhythm of the territory, local hospitality, and cultural immersion, increasingly valued by demanding international segments.





Tourism + Agri-food Synergies

In Alentejo, tourism and the agri-food sector evolve in a complementary way. Products such as olive oil, wine, traditional confectionery, and other regional goods are not merely commodities: they are central elements of the tourism experience, reinforcing the international visibility of the regional offer.

These synergies make it possible to:

- increase the perceived value of products,
- create consistent territorial storytelling,
- open new marketing channels and international partnerships.

Value for International Markets

For tour operators, importers, distributors and international partners, Alentejo presents itself as an integrated territory, capable of offering products, experiences and cultural context in the same ecosystem.

The Alentejo Export 2030 project relies on this model, promoting tourism as a strategic asset for internationalization, in direct articulation with the agri-food sector, reinforcing the region's competitiveness in global markets.

05



ALENTEJO PRODUCTS

Aromatic and Medicinal Plants | 36

Cereals | 40

Cheeses | 44

Confectionery | 48

Fruits and Nuts | 52

Gourmet Products | 56

Honey | 62

Meats | 66

Mushrooms | 72

Olive Oil | 76

Preserves | 82

Tomato and Vegetables | 86

Traditional and Artisanal Beverages | 90

Wine | 96

Products from Alentejo with protected origin – PDO, PGI | 102

AROMATIC AND MEDICINAL PLANTS



Aromatic and Medicinal Plants of Alentejo

Nature, Innovation and Future Markets

Aromatic and Medicinal Plants (AMP) from Alentejo are emerging as a sector with strong internationalisation potential, aligned with global consumption trends related to naturalness, well-being, sustainability and innovation.

Produced in a low-density territory with high environmental quality and favourable soil and climate conditions, Alentejo AMP benefit from sustainable agricultural practices and a growing professionalisation of production and processing.

Diversity, Quality and Multi-Sector Applications

The AMP sector includes plants used across multiple value chains, such as:

- food and gastronomy,
- cosmetics and personal care,
- herbal and wellness products,
- natural and organic goods.

Species diversity, certification potential and adaptability to sustainable cultivation systems make AMP particularly attractive to specialised, high value-added international markets.



Innovation and Sustainability

AMP production in Alentejo is closely linked to innovation, applied research and the valorisation of endogenous resources. The development of essential oils, extracts, infusions and natural ingredients strengthens the sector's positioning in segments where origin and traceability are decisive.

This framework responds to the demands of mature and emerging markets that value natural products, responsible processes and reduced environmental impact.

AMP and Experiential Tourism

AMP are increasingly integrated into nature-based, wellness and gastronomic tourism experiences, through field visits, sensory experiences, workshops and inclusion in differentiated tourism offers.

This connection enhances territorial storytelling and promotes Alentejo as a destination associated with nature, sustainability and quality of life.

Value for International Markets

In international markets, Alentejo AMP are positioned as:

- natural products of Mediterranean origin,
- high-value ingredients for specialised industries,
- solutions aligned with health, wellness and sustainability trends.

Within Alentejo Export 2030, AMP are positioned as a future-oriented product, reinforcing diversification of the agri-food offer and the link between territory, innovation and global markets.



CEREALS



Cereals from Alentejo

Food Base, Sustainability and Mediterranean Identity

Cereals play a structural role in the agricultural landscape and food culture of Alentejo, forming the basis of many traditional products and gastronomic practices. Wheat, barley and other dryland cereals reflect an agricultural model adapted to the Mediterranean climate, valuing resilience, sustainability and efficient resource use.

Beyond primary production, Alentejo cereals are transformed into flours, breads and other traditional derivatives, reinforcing the link between agriculture, food and cultural identity.





Cereals, Processing and Gastronomy

Products such as traditional Alentejo bread, regional flours and other derivatives play a central role in local gastronomy, accompanying olive oil, cheeses, meats and horticultural products. This integration gives cereals a value that goes beyond the raw product, transforming them into elements of gastronomic experience.

Value for International Markets

In external markets, Alentejo cereals and traditional derivatives are positioned as:

- Mediterranean staple products,
- ingredients associated with sustainable diets,
- identity components of regional gastronomy.

Within Alentejo Export 2030, cereals are positioned as a structural product, reinforcing the coherence of the agri-food offer and the territory's sustainability narrative.

CHEESES



Cheeses of Alentejo

Origin, Flavour and Identity

Alentejo cheeses are one of the pillars of regional gastronomy and a highly recognised identity product. Produced mainly from sheep's milk, using traditional methods and with respect for the territory, they are distinguished by intense flavour, characteristic texture and a strong connection to the rural landscape.

The combination of ancestral know-how, local raw materials and quality certifications positions Alentejo cheeses as references of origin and authenticity, increasingly valued by demanding international markets.

Main Certified Cheeses of the Territory

Évora Cheese PDO

A cured sheep's cheese with a semi-hard paste and intense flavour, produced in Central Alentejo according to traditional methods.

International positioning:

Premium product for gourmet retail and specialised restaurants.

Serpa Cheese PDO

A soft, creamy sheep's cheese with a distinctive aromatic profile and strong national and international recognition.

International positioning:

Iconic reference of Portuguese gastronomy, highly valued in gourmet markets.

Nisa Cheese PDO

A cured sheep's cheese with firm texture and intense flavour, produced using traditional techniques and strongly linked to the territory.

International positioning:

Identity product for markets that value tradition and origin.

CERTIFIED BRAND

Artisanal Cheeses and Diversity of Offer

Beyond PDO cheeses, the territory includes a diverse range of artisanal cheeses produced on a small and medium scale, exploring different ageing levels, textures and sensory profiles. This diversity allows responses to different market segments, from specialised consumption to food service.

Cheese and Tourism: A Gastronomic Experience

Alentejo cheeses are central elements of the region's gastronomic and tourism experience. Tastings, visits to dairies, inclusion in regional menus and pairings with local wines transform cheese into a sensory and cultural experience, reinforcing its value among visitors and international operators.

This connection between product, territory, and tourism contributes to:

- strengthening the international recognition of cheeses,
- creating indirect channels of internationalization,
- consolidating the Alentejo brand as a gastronomic destination.

Value for International Markets

In international markets, Alentejo cheeses are positioned as:

- certified-origin products,
- references of Mediterranean gastronomy,
- premium niche offerings with strong territorial storytelling.

Within Alentejo Export 2030, cheeses are considered anchor identity products, strengthening the link between agri-food, tourism and the international promotion of the territory.

CONFECTIONERY



Alentejo Sweets

Heritage, Identity and Gastronomic Experience

Alentejo confectionery is one of the richest expressions of regional gastronomy, shaped by centuries of conventional tradition and know-how passed down through generations. Based on simple, local ingredients - such as eggs, sugar, almonds, flour and fruits - it is characterised by intense flavours, rich textures and a strong connection to the cultural identity of the territory.

More than food products, Alentejo sweets are cultural and experiential assets, deeply linked to history, festivities and hospitality, playing a relevant role in the region's tourism and gastronomic offer.



Main Traditional Sweets

Pão de Rala

An emblematic conventual sweet made from almonds, sugar and egg yolks, filled with egg threads and gourd jam. A symbol of Évora's confectionery tradition and a flagship of regional gastronomy.

International positioning:

Premium product for gourmet markets and high-value gastronomic experiences.

Sericaia

A traditional dessert with a delicate texture and aroma, made from eggs, milk and sugar, lightly flavoured with cinnamon. One of the most recognised Alentejo sweets, commonly featured in regional restaurants.

International positioning:

Identity product, ideal for promoting Mediterranean gastronomy and Portuguese culinary culture.

Encharcada

A conventual sweet made from egg yolks and sugar syrup, slowly cooked to achieve a soft and intense texture. It reflects the richness and exuberance of traditional Alentejo confectionery.

International positioning:

Strong identity product for markets that value tradition and intense flavours.

Requeijão Tarts

Small pastries filled with fresh cheese, eggs and sugar, widely present in Central Alentejo's traditional confectionery.

International positioning:

Versatile product for restaurants, hospitality and gourmet offers inspired by tradition.

Traditional and Artisanal Sweets

Including sweet tibornas, almond- and gourd-based sweets, as well as artisanal jams and preserves made from traditional recipes and local ingredients.

International positioning:

Complementary products with a strong link to gastronomic tourism and territorial valorisation.

Confectionery and Tourism

Alentejo confectionery is naturally integrated into the tourism experience, present in restaurants, traditional pastry shops, gastronomic events and cultural routes. This connection reinforces its experiential value and supports international promotion.

Within Alentejo Export 2030, confectionery is positioned as an identity and cultural product, strengthening the link between gastronomy, tourism and internationalisation.



FRUITS AND NUTS



Fruits and Nuts of Alentejo

Production, Diversity and Access to International Markets

Fruit and nut production plays a strategic role in Alentejo's regional economy, combining traditional agricultural systems with modern, technologically advanced models oriented towards international markets.

The project territory - Baixo Alentejo, Central Alentejo and Coastal Alentejo - offers favourable soil and climate conditions, irrigation availability and technical expertise that meet international requirements for quality, food safety and supply consistency.

Fresh Fruits with Export Capacity

Coastal Alentejo, particularly the municipality of Odemira, stands out as one of Portugal's main production hubs for fresh fruits, especially berries and small fruits, strongly oriented towards export.

These products are distinguished by:

- high quality and freshness,
- strict compliance with international standards,
- regular supply capacity for mature markets.

International positioning:

Competitive products for distribution chains, specialised retail and markets that value sustainable production and traceability.



Traditional Fruits, Gastronomy and Tourism

Dried Fruits and Traditional Production

Alentejo has a long tradition in the production of dried fruits such as almonds and figs, deeply integrated into the agricultural landscape and regional gastronomy. These products are especially relevant in traditional confectionery, restaurants and value-added food preparations.

Although mostly produced on a small and medium scale, Alentejo dried fruits are positioned as identity products, valued for their origin, flavour and connection to the territory.

International positioning:

Niche products for gourmet markets, food processing and gastronomic tourism.

Fruits, Nuts and the Tourism Experience

Fruits and nuts are closely linked to the Alentejo tourism experience, featuring in gastronomic routes, local markets, harvesting experiences and tasting offers. This connection enhances both symbolic and commercial value, creating indirect international promotion opportunities.

Within Alentejo Export 2030, fruits and nuts are positioned as dual-purpose products:

- direct export (fresh fruits),
- territorial and gastronomic valorisation (traditional products).



GOURMET PRODUCTS



Gourmet and Innovation Products from Alentejo

Creativity, Differentiation and Added Value

Gourmet and innovative agri-food products from Alentejo represent a new generation of regional offerings, combining culinary tradition, entrepreneurial creativity and the valorisation of local raw materials. These products translate the territory into differentiated propositions, aimed at demanding market niches and characterised by high added value.

Embedded in a region with a strong gastronomic identity, Alentejo's gourmet products are conceived as contemporary extensions of traditional cuisine, reinterpreting flavours, ingredients and recipes in an innovative way while remaining faithful to their origin.



Typologies of Gourmet Products

Mediterranean-Inspired Sauces, Pastes and Prepared Foods

Products developed from olive oil, tomato, aromatic herbs, vegetables and local spices, including artisanal sauces, vegetable spreads, pâtés and culinary preparations. They stand out for their intensity of flavour, gastronomic versatility and ease of integration into different international cuisines.

International application:

Restaurants, gourmet shops, delicatessen channels and specialised food service.

Value-Added Agri-Food Products

Including artisanal jams, chutneys, gourmet preserves, sweet and savoury preparations and contemporary interpretations of traditional confectionery, developed from fruits, honey, nuts and other endogenous ingredients.

International application:

Premium markets, hospitality, gourmet retail and tourism-related gastronomic experiences.

Condiments and Differentiating Ingredients

Products such as flavoured salts, herb blends, natural seasonings and functional ingredients that enhance Mediterranean cuisine and respond to demand for practical, natural and origin-controlled solutions.

International application:

Author cuisine, specialised retail and conscious consumers.

Innovation, Small Scale and Authenticity

Mostly produced on a small and medium scale, Alentejo gourmet products prioritise:

- origin and traceability,
- sensory quality
- artisanal or semi-artisanal processes,
- consistent territorial storytelling.

This approach meets growing international demand for exclusive, differentiated products aligned with sustainable, natural and experiential consumption trends.





Gourmet, Gastronomy and Tourism

Gourmet and innovative products are naturally integrated into the Alentejo gastronomic and tourism experience, present in author-driven restaurants, specialised shops, local markets, tasting experiences and gastronomic routes.

This connection:

- reinforces product visibility,
- facilitates experimentation by international audiences,
- creates indirect channels for promotion and internationalisation through tourism.

Value for International Markets

In external markets, Alentejo gourmet products are positioned as:

- differentiated proposals for premium niches,
- complements to Mediterranean and gourmet offerings,
- vehicles for strengthening the Alentejo territorial brand.

Within Alentejo Export 2030, these products act as drivers of innovation, creativity and differentiation, reinforcing regional competitiveness in mature and emerging markets.

HONEY

Honey from Alentejo

Nature, Sustainability and Origin

Alentejo honey is a product with strong territorial identity, resulting from floral diversity, environmental quality and the region's beekeeping tradition. Produced mainly on a small and medium scale, it reflects sustainable practices, respect for biodiversity and a direct connection to the natural landscape.

Beekeeping in Alentejo benefits from preserved ecosystems, including montado areas, extensive agricultural zones and high botanical diversity, giving honey distinctive aromatic profiles and unique sensory characteristics.

A Natural Product with Added Value

Alentejo honey stands out for its purity, naturalness and diversity of floral origins, resulting in varieties with different aromas and flavours. Beyond direct consumption, it is widely used in regional gastronomy, traditional confectionery and food processing, reinforcing its role as an identity ingredient.

Growing international demand for natural, sustainable and origin-controlled products creates opportunities for Alentejo honey as a premium niche product, associated with authenticity and quality.





Honey, Territory and Nature Tourism

Honey is naturally integrated into the Alentejo tourism experience, associated with producer visits, nature tourism activities, local markets and gastronomic offerings. This connection strengthens product storytelling and reinforces origin perception among visitors and international operators.

As a complementary product within the agri-food offer, honey contributes to the integrated valorisation of the territory and to the promotion of sustainable practices.

Value for International Markets

In external markets, Alentejo honey is positioned as:

- a natural and sustainable product,
- a premium ingredient of Mediterranean origin,
- a complement to gourmet and wellness-oriented offers.

Within Alentejo Export 2030, honey is positioned as an identity product with added value, reinforcing the diversity of the regional offer and the link between agri-food, tourism and sustainability.

MEATS



Meats from Alentejo

Tradition, Quality and Gastronomic Identity

Alentejo meats result from extensive production systems deeply connected to the territory, the montado ecosystem and natural pastures. This model, based on animal welfare and sustainable resource use, gives the meats distinctive sensory characteristics widely recognised in regional gastronomy.

The existence of Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) guarantees origin, traceability and quality, reinforcing product credibility in international markets.

More than food products, Alentejo meats are central elements of the region's gastronomic and tourism experience, featuring in identity-based menus, gastronomic events and experiences valued by visitors and international operators.



Main Certified Meats of the Territory

Carnalentejana PDO

Beef from animals raised extensively in Alentejo, recognised for its tenderness, juiciness and deep flavour.

International positioning:

Certified origin product, ideal for gourmet restaurants and markets that value sustainable production and authenticity.

CERTIFIED BRAND

Borrego do Baixo Alentejo PGI

Tender and aromatic lamb, strongly associated with the gastronomic tradition of Baixo Alentejo.

International positioning:

Identity product, valued in Mediterranean cuisine and territory-based gastronomic experiences.

Carne de Porco Alentejano PDO

Emblematic product of the montado system, obtained from free-range animals fed naturally on acorns, forming the basis of a wide range of high-quality processed products.

International positioning:

Reference in Mediterranean charcuterie, with strong demand in gourmet markets and gastronomic tourism.

<https://tradicional.dgadr.gov.pt/pt/cat/carne>

CERTIFIED BRAND



Main Certified Meats in the Territory

Presunto de Barrancos PDO

Naturally cured ham with an intense flavour and complex aromatic profile, produced using traditional methods passed down through generations.

International positioning:

Premium product for gourmet retail, fine dining and consumers who value authenticity and origin.

<https://tradicional.dgadr.gov.pt/pt/cat/salsicharia-fumados-presuntos-e-paletas>

Traditional Alentejo Sausages

Produced from selected meats and natural seasonings such as garlic, paprika and aromatic herbs, reflecting the richness of regional gastronomy.

International positioning:

Products with strong cultural identity and potential in specialised markets and tourism-related gastronomic experiences.

Meats and Gastronomic Tourism

Gastronomy is one of the main vehicles for promoting Alentejo meats. Regional restaurants, gastronomic festivals and tourism experiences transform these products into authentic culinary experiences, reinforcing their international visibility and creating indirect internationalisation opportunities.

Within Alentejo Export 2030, meats are positioned as identity products, essential to the integrated promotion of territory, gastronomy and the wider agri-food offer.



MUSHROOMS



Alentejo Mushrooms

Seasonal Product, Gourmet Value and Gastronomic Experience

Mushrooms from Alentejo are an integral part of the region's gastronomic tradition, closely linked to the diversity of natural ecosystems and to the relationship between territory, nature and food. Mostly foraged in wild environments and used seasonally, these products play a relevant role in both traditional and contemporary regional cuisine.

Rather than a high-volume product, Alentejo mushrooms are positioned as gourmet ingredients, valued for their authenticity, aromatic profile and strong connection to the landscape. They are increasingly featured in differentiated gastronomic concepts and creative culinary proposals.



Main Valued Categories

Seasonal Wild Mushrooms

Traditionally used in regional cuisine, wild mushrooms are distinguished by their intense flavour and their close connection to local ecosystems. They are particularly valued in quality-driven restaurants and territory-based gastronomic experiences.

Processed and Preserved Mushrooms

Drying, processing and incorporation into prepared foods allow mushrooms to be enjoyed beyond the harvesting season, creating opportunities for commercial valorisation in gourmet and specialised markets.

Mushrooms and Nature-Based Tourism

Mushroom foraging, mycological knowledge and gastronomic use are increasingly integrated into nature tourism and gastronomic tourism experiences, enhancing the attractiveness of Alentejo for visitors who value authentic, seasonal products linked to biodiversity.

These experiences contribute to:

- territorial valorisation,
- diversification of the tourism offer,
- reinforcement of regional gastronomic storytelling.

Value for International Markets

In international markets, Alentejo mushrooms are positioned as:

- gourmet ingredients of natural origin,
- niche products associated with Mediterranean gastronomy,
- components of differentiated culinary and tourism experiences.

Within Alentejo Export 2030, mushrooms are integrated into the internationalisation strategy as an identity-driven and experiential product, strengthening the link between nature, gastronomy and tourism.



OLIVE OIL



Alentejo Olive Oil

A Mediterranean Heritage with Global Reach

Alentejo olive oil is one of the most representative products of the region's agri-food identity and a strategic asset for Portugal's internationalisation. Recognised for its quality, sensory diversity and production consistency, Alentejo olive oil is positioned in international markets as a product of origin, authenticity and high added value.

Produced in a territory of large agricultural scale, Alentejo accounts for more than two thirds of national olive oil production, benefiting from favourable soil and climate conditions, consolidated technical expertise and structural investments that have strengthened the sector's competitiveness.

A Modern Sector with Ancient Roots

Olive growing in Alentejo combines centuries-old tradition with technological innovation. The modernisation of olive groves and mills, improvements in extraction processes and a continuous focus on quality have elevated the positioning of Alentejo olive oil in external markets, responding to requirements for regular supply, traceability and food safety.

Alentejo olive oils stand out for the diversity of their profiles - green or ripe fruitiness, mild or intense - resulting from a wide range of soils, cultivars and production methods, allowing them to address different market segments, from everyday consumption to gourmet and premium niches.



Certification, Origin and Differentiation

The territory includes European-recognised quality designations such as Azeite de Moura (PDO) and Azeites do Norte Alentejano (PGI), which reinforce product credibility and guarantee a strong link to origin, production methods and distinctive sensory characteristics.

These certifications represent a competitive advantage in international markets, where origin and authenticity are decisive factors for consumers and importers.

Olive Oil and Tourism: A Product-Experience

Olive oil plays a central role in the Alentejo tourism experience. Visits to olive groves and mills, guided tastings, integration with regional gastronomy and oleotourism experiences transform olive oil into a product-experience, enhancing its symbolic and commercial value.

This connection between olive oil, territory and tourism contributes to:

- increasing international recognition of the product,
- creating direct relationships with external markets,
- strengthening the Alentejo brand as a region of excellence.

Value for International Markets

Alentejo olive oil offers international markets:

- high production capacity combined with quality,
- a wide range of profiles and market positioning,
- certified origin and controlled processes,
- a strong connection to gastronomy and tourism.

Within Alentejo Export 2030, olive oil is positioned as a cornerstone product of the internationalisation strategy, acting as a gateway to the integrated valorisation of the territory, its products and its experiences.





Alentejo Olive Oil

A sensory experience

Green or ripe? Mild or intensely peppery? Alentejo olive oil is a unique product, born in Portugal's largest olive oil producing region.

It stands out for its fruity aroma and soft bitter and spicy notes, with suggestions of apple, dried fruit, tomato and grass. The best way to get to know it is to taste it, ideally in a technical test, using a dark blue glass so that the color does not influence perception.

1. Pour approximately 15 ml of olive oil into the glass and immediately cover it with the lid, as many of the sensations transmitted by olive oil come from its volatile compounds. Covering the glass prevents these aromas from dissipating.
2. Olive oil should be tasted at a temperature of around 28°C, which is ideal for maximising its sensory expression. Warm the oil by gently holding the base of the glass in your hand.
3. Using gentle circular movements, swirl the olive oil in the glass to help release its volatile compounds.
4. Remove the lid and smell slowly and delicately. Inhale only two or three times to avoid olfactory fatigue. Replace the lid afterwards.
5. Wait a few seconds and then taste. First, identify any defects - the most common are rancidity, fusty, winey and mouldy notes. Rancidity results from oxidation, while the others are caused by fermentation. Then focus on aromas, flavours and dominant notes.

Between different olive oils, cleanse the palate by drinking water and eating a small slice of apple.

The best time for tasting is late morning, when the senses are most alert. Avoid smoking or drinking coffee beforehand, and ensure there are no strong odours or perfumes in the environment.

PRESERVES



Alentejo Preserves

Tradition, Innovation and Value for International Markets

Preserved foods and processed agri-food products from Alentejo result from the combination of the territory's agricultural richness, regional culinary tradition and a growing focus on agri-food innovation. These products add value to local raw materials, extend their availability throughout the year and respond to international market demands for food safety, convenience and quality.

Within the project territory - Baixo Alentejo, Central Alentejo and Coastal Alentejo - preserved foods take diverse forms, including vegetable preparations, sauces, pastes, jams, processed vegetables and other agriculture-based products, developed both through artisanal methods and in small and medium-scale processing units.

Processing as an Internationalisation Strategy

Food processing is a key driver of internationalisation, enabling:

- increased added value of agricultural products,
- reduced seasonality,
- easier transport and export logistics,
- adaptation of the offer to different markets and distribution channels.

Alentejo's processed foods are primarily positioned in gourmet, premium and specialised segments, emphasising origin, authenticity and their connection to Mediterranean gastronomy.





Preserves, Gastronomy and Tourism

Preserved and processed products are an integral part of the Alentejo gastronomic experience, present in regional menus, local product shops, tourism experiences and tasting offers. Their integration into gastronomy and tourism strengthens product visibility and creates indirect channels for international promotion.

Value for International Markets

In external markets, Alentejo preserves and processed foods stand out as:

- versatile products easily integrated into different culinary contexts,
- practical solutions for consumers who value quality and origin,
- authentic expressions of a territory with strong gastronomic identity.

Within Alentejo Export 2030, these products are positioned as value-creation drivers, linking agricultural production, food innovation and territorial promotion.

TOMATO AND VEGETABLES



Tomato and Processed Vegetables Products from Alentejo

Production Scale, Industry and Global Markets

The production of tomato and processed horticultural products is one of the most relevant agro-industrial sectors in Alentejo, combining production scale, technical expertise and strong export orientation.

The territory offers exceptional conditions for intensive and sustainable production, integrated into modern agro-industrial chains that meet international market requirements for quality, food safety and supply regularity.





Processing as a Driver of Internationalisation

Processed tomato products - including pulp, concentrates, sauces and other preparations - represent one of the most consolidated expressions of regional export capacity. Processing enables:

- reduced seasonality,
- increased added value,
- logistical stability for export.

This sector is particularly relevant in B2B markets, the food industry and international distribution.

Value for International Markets

In external markets, Alentejo tomato and processed horticultural products are recognised as:

- highly reliable and consistent products,
- competitive industrial and food solutions,
- references of technically advanced and sustainable agriculture.

Within Alentejo Export 2030, this sector is positioned as a scale and robustness product, complementing the territory's identity and gourmet products.

TRADITIONAL AND ARTISANAL BEVERAGES



Traditional and Artisanal Beverages from Alentejo

Authenticity, Culture and Experience

Traditional and artisanal beverages from Alentejo reflect ancestral practices, local ingredients and artisanal production methods deeply rooted in the territory. Mostly produced on a small scale, these beverages complement the regional agri-food offer and play a relevant role in the gastronomic and tourism experience of Alentejo.

Their value lies in authenticity, storytelling and differentiation, responding to growing international demand for artisanal products with controlled origin and strong cultural identity.



Main Traditional Beverages of the Territory

Artisanal Brandies from Alentejo

Produced from wine by-products or local fruits, artisanal spirits from Alentejo have intense aromatic profiles and a marked regional identity to achieve a perfect flavor.

Medronho Brandy

The fruit of the strawberry tree - medronho - is harvested in October and November, and is traditionally used to produce medronho brandy. The organic certification of medronho is made from fruits collected by local producers. Medronho has countless potentialities beyond the traditional distillation for brandy, fresh and dry, as it represents a product with great innovative potential in the current market. This harvesting task is carried out by hand and processing is carried out on a small scale (distilleries), without additives, to achieve a perfect flavor.

Fedrisco

Liqueur prepared with wine spirit, alcohol, aromatic plants and sugar syrup. White color, very specific aroma and taste, characteristic of the plants that make it up and which are its secret. Presented in transparent glass bottles, containing 1 liter, labeled with the name of the product.

White liquor with a specific flavor, slightly aniseed.

As a digestive, after meals.

International positioning:

Niche product, suitable for gourmet markets, specialized restaurants and value-added gastronomic experiences.

Traditional Liqueurs

Artisanal liqueurs made with fruits, aromatic herbs and local spices, following traditional recipes passed down through generations. They stand out for their diversity of flavors and their connection to local culture.

Montemorese Granite

Colorless liqueur, with a very characteristic anise flavor, presented in glass bottles, large, low, with a capacity of 0.75 liters.

Liqueur with an intense aromatic anise flavor.

As a digestive, after meals.

Pennyroyal Liqueur

Yellow liquor, prepared by alcoholic distillation of an infusion of dried pennyroyal (*Mentha pulegium*). It is presented either in 1 liter glass bottles or in a typical Alentejo bottle, lined with cork.

Évora Pennyroyal Liqueur; Pennyroyal Liqueur from Montemor-o-Novo.

Liqueur with a strong pennyroyal flavor.

As a digestive, after meals.

International positioning:

Product complementary to the gastronomic offer, with strong potential in specialized stores, gastronomic tourism and premium offers.

<https://tradicional.dgadr.gov.pt/pt>

Agricultural and Aromatic Drinks

Artisanal preparations developed from aromatic plants, honey, fruits and other endogenous ingredients, reflecting biodiversity and local know-how.

International positioning:

Differentiating product, aligned with consumer trends associated with naturalness, sustainability and authenticity.

Drinks, Gastronomy and Tourism

Traditional and artisanal drinks are a natural part of the Alentejo tourist experience, being associated with tastings, visits to producers, gastronomic events and convivial moments. This connection transforms the product into a cultural and sensorial experience, reinforcing its value among international visitors and operators.

Within the scope of the Alentejo Export 2030 project, these drinks are part of the internationalization strategy as identity products, reinforcing the diversity of the regional offer and the connection between agri-food, tourism and territory.

WINE



Alentejo Wines

Territory, Identity and International Projection

Alentejo wines stand as one of the region's main international ambassadors, combining recognised quality, diversity of styles and a strong connection to the territory. Produced in one of Europe's largest wine regions, they reflect a balance between tradition, innovation and production capacity oriented towards external markets.

The project territory - Baixo Alentejo, Central Alentejo and Coastal Alentejo - includes wine sub-regions with distinct identities, allowing the creation of wines adapted to different market segments, from everyday consumption to premium offerings.



Wine Sub-Regions of Alentejo

Borba

Influenced by limestone soils associated with marble formations, Borba produces wines with freshness, elegance and balance. Slightly cooler and more humid conditions favour slower ripening, resulting in structured wines with good acidity and strong gastronomic appeal.

Évora

Located at the heart of Central Alentejo, Évora has experienced a strong viticultural revival in recent decades. Mediterranean soils and a warm, dry climate give rise to consistent and expressive wines, combining historical tradition with modern, export-oriented viticulture.

Granja-Amareleja

Situated near the Spanish border, this sub-region is characterised by one of the hottest and driest climates in Portugal. Poor clay and schist soils and early ripening produce intense, highly concentrated wines with strong personality, where the Moreto grape plays a distinctive identity role.

Moura

With a marked continental climate and wide thermal amplitudes, Moura's soils, though poor, retain water efficiently. These extreme conditions result in warm, smooth and structured wines, with Castelão standing out for its adaptation and fruity, spicy expression.

Redondo

Protected by the Serra d'Ossa, Redondo benefits from a more balanced microclimate. Granite and schist soils favour consistent, elegant wines with good freshness, excellent gastronomic aptitude and qualitative regularity.

Reguengos

The largest sub-region in Alentejo, Reguengos is distinguished by schist soils and an extreme continental climate. Wines are typically full-bodied, intense and with strong ageing potential, also benefiting from old vines that preserve highly valued genetic heritage.

Vidigueira

Influenced by a geological fault that creates a surprisingly cooler climate, Vidigueira's granite and schist soils and cooler nights favour balanced, aromatic wines. It is historically recognised as one of Alentejo's reference sub-regions for white wines.



Baixo Alentejo: European Wine Capital 2026

Baixo Alentejo was distinguished as European Wine Capital 2026, reinforcing the region's international visibility, the maturity of its wine sector and the dynamism of wine tourism.

This title represents a strategic opportunity to:

- strengthen producers' visibility,
- attract international buyers and operators,
- consolidate wine as a flagship product of regional internationalisation.

Wine, Wine Tourism and International Markets

Wine is a central pillar of the Alentejo tourism experience. Open wineries, guided tastings, vineyard visits and integration with regional gastronomy transform wine into a product-experience, strengthening emotional connection with the Alentejo brand.

Within Alentejo Export 2030, wine acts as a gateway product for the integrated promotion of the territory, its agri-food products and tourism experiences, reinforcing regional competitiveness in international markets.



Alentejo Products with Protected Origin

Certified Quality as a Guarantee of Value

Alentejo includes a significant number of agri-food products recognised at European level with Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) status. These quality schemes guarantee origin, production methods and distinctive characteristics, representing a decisive factor of trust in international markets.

Within the scope of Alentejo Export 2030, the following certified products, produced within the project territory, stand out among others:

Cheeses

- Évora Cheese – PDO
- Serpa Cheese – PDO

Honey

- Alentejo Honey – PDO

Meat and Processed Meats

- Borrego do Baixo Alentejo – PGI
- Carnalentejana – PDO
- Carne de Porco Alentejano – PDO
- Paio de Beja – PGI
- Presunto de Barrancos – PDO

Olive Oil

- Azeite de Moura – PDO
- Azeite do Alentejo – PGI

These certifications reinforce Alentejo's positioning as a territory of origin, authenticity and quality, supporting the internationalisation of its products and the creation of sustainable value in global markets.

(Source: Alentejo Gastronomic Charter)





ALENTEJO EXPORT 2030 | FROM TERRITORY TO MARKET

Alentejo Export 2030 presents an integrated approach to internationalisation, built on the articulation between territory, products, people and markets. More than a collection of agri-food goods and tourism experiences, Alentejo positions itself as a competitive ecosystem, prepared to respond to the demands of both mature and emerging international markets.

The region's productive diversity - encompassing anchor products such as wines and olive oil, identity products such as cheeses, meats and traditional confectionery, export-scale sectors such as fruits, tomato and processed foods, and emerging areas such as aromatic and medicinal plants - reflects Alentejo's ability to create value at different levels of the value chain.

This offer is strengthened by a strong connection to tourism, which acts as a platform for international promotion, experimentation and valorisation of regional products. Gastronomy, wine tourism, nature tourism and cultural experiences transform Alentejo's products into memorable experiences, enhancing their recognition and acceptance in international markets.

Within Alentejo Export 2030, internationalisation is understood as a structured and sustained process, grounded in market knowledge, offer qualification and the creation of collaborative networks between companies, business associations and institutional partners. This digital catalogue is therefore conceived as a strategic prospecting tool, designed to support international exploratory actions and facilitate access of the regional offer to selected markets.

Alentejo thus presents itself as a territory where origin, authenticity, innovation and productive capacity converge to create real business opportunities on a global scale.



ALENTEJO **EXPORT** 2030



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