

ETHNOGRAPHIC FOOD TOURS | CULINARY TRIPS | FOOD RESEARCH LAB

immersive, meaningful & fun experiences through
food, culture & people

Sustentabilidade e património alimentar

Como os promovemos?

gatekeepers e narradores
da cultura gastronómica

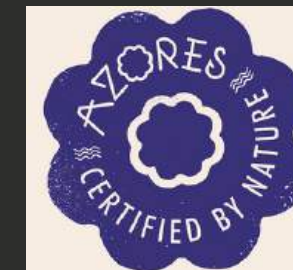
mais de 35 000 convidados
desde 2017



Porque e como nasce a
Oh! My Cod



- formação académica: psicologia clínica, antropologia médica, psiquiatria transcultural
- 17 tastings food tour = financiamento para terapia transcultural migrantes/refugiados - 2017
- crescimento orgânico - website - domínio
- BC - AC (Before Covid - After Covid)
- crescimento orgânico - empresa - diversidade
- 2024 - Prémio Gastronómico do Turismo de Portugal | 2023 - Prémio Património Ibérico Best Cultural Touring | melhor rating Google/Viator | 6000 reviews 5*



17 TASTINGS
LISBON TOUR
FOOD TOUR
3 SUSTAINABLE CHEFS



TOUR



LISBON VIRTUAL TOUR



PICO HARVEST



PICO WINE CULINARY TRIP



UMAMI GARUM
SEAFOOD TOUR



WITH A CHEF
SAIL ONBOARD



OH! MY COD
A NEW SPECIES OF TOUR
EST. 2016



PRIVATE CHEF LISBON & PICO



PICO WINE FOOD TASTING



RESEARCH CENTER



FOOD CULTURE JOURNAL



BEEKEEPER FOR A DAY



CANARY WINE TASTING







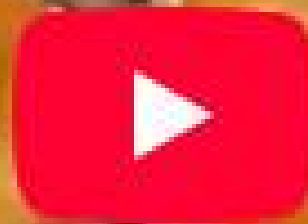




PNT 2024 Vencedor Turismo Gastronómico Oh! My Cod Food & Cultural Tours



Copy link



TURISMO SUSTENTÁVEL

VENCEDOR

Watch on  YouTube

& CULTURAL TOURS

Filosofias e valores

De onde falamos? Qual a nossa perspectiva? Qual a nossa posição?
Como operacionalizamos?



Sustentabilidade



Experiências com produtores locais (alimentos e vinho orgânico, hidroponia, hortas urbanas ...)



Colaboração com tascas tradicionais (17 Tastlings Lisbon Food Tour)



Experiências que abordam explicitamente a sustentabilidade (Umami, Pico)



Colaboração com chefs que têm como eixo central a sustentabilidade, “zero waste” e from “nose to tail” or scale!



Colaboração em rede com experts locais, sejam eles formais ou informais





FISH AS IF IT WAS MEAT

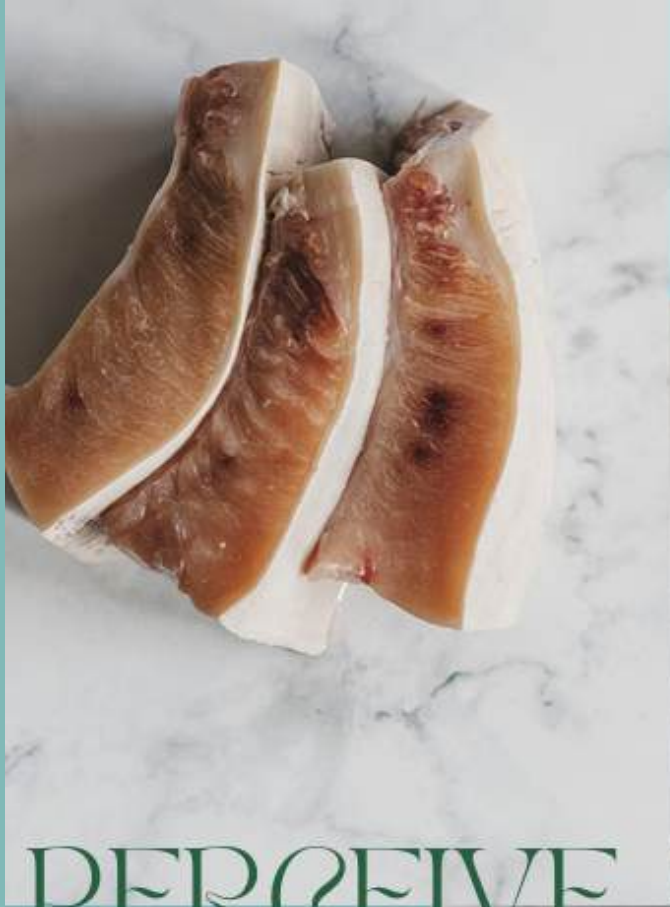
O H M Y C O D T O U R S

UMAMI
LISBON
FOOD
TOUR

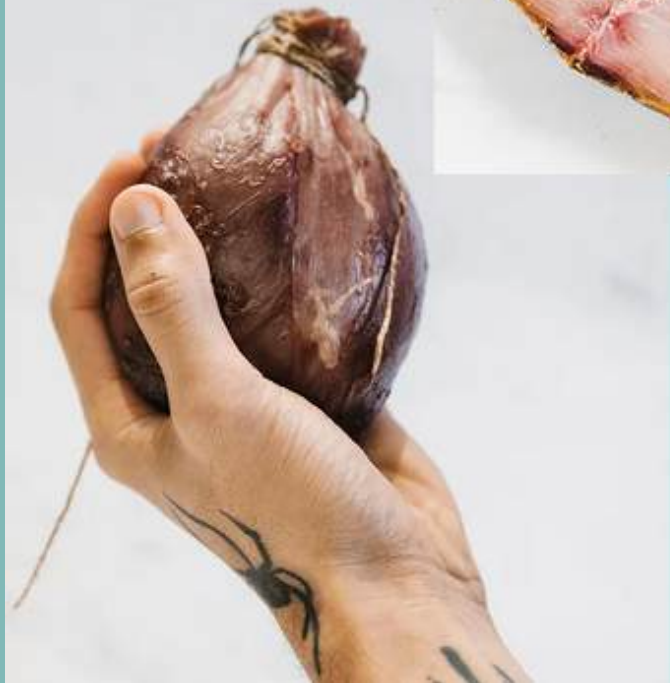
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FISH (R)EVOLUTION





PERCEIVE FISH AS MEAT



Foodways e contexto - food with a sense of place - Slow Food



Práticas religiosas
e gastronomia no
Pico



História familiar e como
influencia a oferta num
restaurante



História do vinho do Pico,
um exemplo paradigmático
onde o foodways/contexto
são essenciais.



Os doces conventuais
e o porquê do uso de
exclusivo de gemas de
ovos?



A influência das ex-
colónias na cozinha
portuguesa.

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“Culinária como porta de entrada para as pessoas, a cultura, história, contemporâneo”

[Reviews](#)

Produtores e produtos locais



Garum, peixe
maturado - Tour
Umami

Ark of Taste - 3
Sustainable Chefs



Porco Bísaro,
produtos DOP,
queijo “farm to table”,
entre outros - 17
Tastings Food Tour



Pequenos produtores
(vinho, ameijoas, legumes) ,
experiências e visitas,
vindima, padaria - Viagem
Culinária ao Pico



Colaboração com
representantes de
pequenos produtores,
organicos, biodinâmicos - 3
Sustainable Chefs ou Big
Groups

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Eclético e Glocal



A história de Portugal,
inclusive, fora das fronteiras,
influencia a cozinha local



Métodos romanos de preservação
de pescado aplicados aos dias de
hoje utilizando técnicas inovadoras
que preservam a tradição. Dialogo
entre passado e presente: local e o
global: tradição e inovação.



Reinterpretação da história,
evocação das relações entre
países (coloniais, pos-
coloniais, hegemónicas,
outras).

“Sophisticated, unique, and rich!

*The tour was much more what I expected. **Being an avid cook myself**, I was worried about the tastings being too basic/elemental. **Instead, we covered a range, including respecting and recognizing the cultural heritage of Portuguese colonies and previous history** (Arab culture, African, etc.). A beautiful combination of stories, history, and curious facts while going deep into the food.”*

- BibiMalai | October 23

Best food tour ever! Seventeen tastings (in four restaurants) in under four hours. Portuguese foods, highlighting the **recipes and spices from former Portuguese colonies**. All were venues **that tourists would be unlikely** to find on their own. Our guide, Rodrigo had sequenced the tastings in a perfect order and discussed the **origins of each one**. A wonderful time with a great guide. (Rodrigo also **followed up with the details of restaurants, recipes for the foods tasted**, as well as listings of recommended wines and wine shops).
Strongly recommend this tour!

Myriam | October 23



Dar voz a pequenos produtores, subversivos que, pela qualidade dos seus produtos e perspectivas são agentes de mudança e transformação



Dar voz a minorias seja através da comida ou de outro momento integrado na experiência, incluindo a própria equipa.

Abrir as nossas experiências a diferentes alergias alimentares, restrições dietéticas. LGBT friendly, Black travel community, mulheres enólogas, etc.



Equilibrar a turistificação de alguns produtos (como pastel de nata) e lugares e dar voz a produtos ou alimentos subvalorizados (todos os tours o fazem) > pertinência



Dar voz a locais pouco mainstream: narrar as histórias desses lugares de forma crítica, complexa, em conjunto com locais

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inverter relações de poder

[Reviews](#)

*"This was by far one of **our favorite experiences we had in Portugal**. I would describe this more of an "experience" than a tour. It starts with a small walking tour through Alfama, taking in local history and **Roman ruins, and learning about ancient fish preservation**. This historic tour concludes with a specialty prepared food spread at a local restaurant, that includes all sorts of **unique, creative, sustainable and delicious ways to prepare** (and **preserve!**) fish. Combined with the incredible umami created by the Garum (going in blind about what Garum is, is totally fine). This tour is less about seeing lots of different sights/sounds, but more about the **food, tastes and ancient culture**. I can not recommend Sylvia, or any of the Oh! My Cod tour guides enough. **We loved this so much, we booked their more typical tour the next day**. Also had an amazing time, but the flavors and history with the Garum tour were by far our favorite. It was special to be able to sit down and share a meal with Sylvia. Obrigado!!*

- Jeff | November 23

*"My friend and I were looking for a food tour in Lisbon and this one caught our eye because **we hadn't seen anything like it before**. It is different from standard multiple-stop tours in that you are seated in one restaurant having multiple courses after a short walk around town that offers some historical background. **All of the food was delicious and beautifully presented (it looked like art) and learning about the history of garum in Portugal was so interesting**.*

*You do not have to be a fish lover; I think one of the things that the tour tries to illustrate is how many ways fish can be prepared and preserved and how it can take on different flavors. **There were multiple varieties of fish I had never tried before**. You DO need to appreciate umami flavors, but hopefully that would be obvious from the name of the tour. Afterwards, Silvia sent us an **email packed with recommendations for other places to eat and things to do. I tried two of the restaurants she suggested and they were wonderful**. Thank you - I will be back for more the next time I'm in Portugal!"*

- Nataly | October 23

A photograph of two men sitting at a table in a restaurant, clinking wine glasses. The man on the left is older with grey hair, wearing a dark leather jacket. The man on the right is younger with dark hair, wearing a dark jacket over a blue shirt. They are both smiling. The table has a blue bowl, several small white bowls with food, and a bottle of wine. In the background, there is a bar with bottles and a person behind the counter. The text is overlaid in white on the image.

**"On croit qu'on fait une voyage
mais bientôt c'est le voyage qui
vous fait, ou vous défait"**

— Nicolas Bouvier (*L'usage du monde*)

Experiência como instrumento de transformação



Interpessoal

Experiências desenhadas com tempo para o acaso, para o momento e um anfitrião atento e capaz de conter e desenvolver aspectos relacionais, resistentes ou não (estranhos -> amigos + partilha).



Emocional

Ir além das nossas fronteiras/limites
Partilha, resistência, etc.



Interpretar, dar sentido

Das próprias experiências (pessoas mais resistentes que transformam a posição durante o tour), das experiências de outros, que nos espelham.

*"This was **our favorite thing we did in Lisbon!** A great way to get outside and walk the city with a guide. The relationships with the restaurants were so authentic, we were greeted warmly by each host and the food came at just the perfect time. I'm an extrovert so I enjoyed meeting the other travelers. **My husband is an extreme introvert and even he had a wonderful time and said it was his favorite tour ever.** I'd go as far as to say I'd even book a trip to the Azores or other locations where they do this tour. Adriana was a perfect guide, and thanks to Sylvia for creating such a culture rich experience".*

- Jullian, Feb 23

*""As a **solo traveler who doesn't sign up for group experiences usually,** I can't recommend this enough for other solo travelers.*

*For our group it was a good mix of couples and solos and it was great way to see the city from a non touristy point of view. The 4 hours flew by and it was a **perfect combo of city history, food, drink, and fun.** Livia was amazing. A natural guide who made everyone feel welcome. It was very **personalized too** as she offered and then made sure to ask everyone if they needed any recommendations and then followed up right after the tour. Highly recommend. Also, I **always felt safe,** even leaving as the tour ended around 9."*

- Liz (Philadelphia) | November 23



Warm and foodie regards!



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