

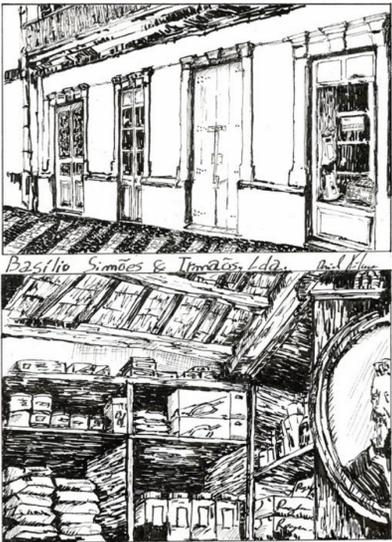
Aliança Café & Hostel 1 ■

The house where Café Aliança is located was, at the beginning of the 18th century, the family manor of the chieftain João Forjaz de Lacerda who, joining existing houses there, made a large gate in the front, through which the bulls went out to the square in party days. Since the end of the 19th century, the shops have been occupied with various businesses, but the ones that left the most memory were "José Tomaz da Praça Velha", which had everything at a low price, and "Café Aliança", the place for many gatherings. Today it is a must go, to have a drink in the back patio, or have dinner in a corner under the old stonework arches supporting the building.



Basilio Simões 2 ■

Strolling through the city, it is inevitable to pass by the street "Rua Direita" and by the store "Basilio Simões" with its closing ritual and locking the door at the stroke of noon at the Cathedral. The store is a survivor of the time when purchases were ordered at the counter and where much of what can be seen comes from an ancient time that we peek at, in fascination: the worn stone slabs on the floor, the shelves and the very long counter that divides the space, and the thick wooden shutters from Brazil, still with the original hardware. The strong odors of products sold in bulk waft up to the street, and irresistibly call us.



Pastelaria Athanasio 3 ■

A trip to "Pastelaria Athanasio" requires a long walk, to calmly enjoy the pleasures, not only gustatory, but also visual, that the space offers, full of old photographs that show its past as a meeting point for the Angrése elite and enthusiasts of the bullfighting. The pastry shop enjoys a century-old reputation because it was founded in the early 1920s, but changes in ownership did not erase its focus on regional sweets - such as "Conde da Praia" pudding, "Cornucópias" or "Donas Amélias" - and for the homemade foods such as fig cake, biscuits or chocolates; all mandatory consumption.



Angra do Heroísmo

Brasil Flores Optical Center 4 ■

The Brasil family has been providing eye health services in Angra do Heroísmo for four generations. First on the street of "Rua da Palha", where Valdemar Flores Brasil established Oculista Brasil, and then on the street "Rua Direita", where he moved in 1956. 2002 is the year of a new change - now for a building prepared from scratch and where Jorge and Géron Flores Brasil manage the Brasil Optical Center which, in addition to selling eyeglasses and frames, offers optometry and contactology. But enjoying the store - all the carpentry work on the cabinets, counters and the townhouse - is a revelation of good taste and care in preserving the memory of the cities ancient and emblematic establishments.

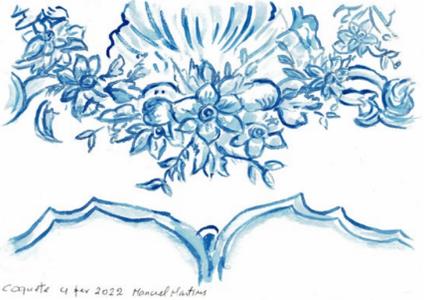


Coquete 6 ■

The house that now occupies numbers 72 and 74 of the street "Rua de S. João" was, in the recent past, the residence of Dr. Henrique de Oliveira Bráz who, in addition to being a lawyer, notary and journalist, played an important role in local politics. Not only was the first civil governor appointed after the establishment of the Portuguese Republic, a position he held between 1910 and 1912, but also as President of the Municipality of Angra do Heroísmo and of the General Board of the district.

Farmácia Lisboa e Verde Maça 5 ■

From an initial manor house, where famous balls took place, the today known as "Casa do Conde de Vila Flor", became the home of great merchants, and the shops that were installed in the lower areas have always been one of the most iconic in the city. The shop "Loja dos Linhos" was one of them, where the many customers filled the store, well served by three doods, always coming and going in search of novelties in fabrics. Today, the movement remains because the store gave way to "Verde-Maçã" café, where you can still appreciate structural elements of the old store, like a beautiful ceiling. And since 1870 there has been a pharmacy in the other store, for almost 100 years in the hands of the Pacheco family. Wooden cabinets and shelves, and an elegant central counter, are still unique pieces that you can look and have a glimpse of the city past.



Bordado dos Açores 7 ■

First, imagine a drawing: a multitude of lines and circles drawn in pencil on tracing paper. Then the paper is filled with tiny holes that let the blue of that design pass through to the linen fabric. This is followed by long hours of needle and thimble work and then the work of cutting, trimming and ironing. The history of embroidery in Terceira is told at the João Pereira & Filhos store, the first artisanal production unit to have its production certified with the seal of quality. Old instruments of the activity are on display here. The drawing punching machine, the yarn counter and the export boxes are especially interesting.



Ouvieresaria Teles 8 ■

The now almost centenary Ouvieresaria Teles owes its foundation to António Cabral Teles, a continental goldsmith who, with his children, achieved friendships and commercial success with his shop/manufactory installed since 1928 at number 89 on Rua Direita. The third generation of heirs incorporated in society, transferred it, in 2008, to the large building at numbers 47 to 51 of the same street, where it is essential to appreciate, not only the watches and jewelry for sale, but the curious part of the building and of its front, a neoclassical-inspired revivalist work from the early 20th century.



Farmácia Pimentel 9 ■

Until the first decade of the 20th century, medicines were prepared in pharmacies, at the time and in the desired quantities, and some of them also manufactured perfumery and cosmetic products. At Farmácia Monteiro, installed in the street "Rua da Sé" since the end of the 19th century, Monteiro hair tonic was famous, and in its successor, Farmácia Pimentel, we can still appreciate a curious shaper of metal tablets in the shape of a lizard and slender "sleeves" in ceramic, but the elegant table/showcase and the original wooden bookcase in neo-gothic style capture the attention of any visitor.



Farmácia Vasconcelos 10 ■

The current Farmácia Vasconcelos is the last of a succession of pharmacies that, since the end of the 19th century, have been installed in the building, one of them being responsible for installing the first homeopathic laboratory on the island. In the space, the system of stone arcades that supports many of the houses in Angra is visible, which, in addition to enabling the leveling of the building's implantation ground, had the advantage of creating a kind of air box that facilitated the airing of the upper floors and the distance from the moisture coming from the ground.



O Forno 11 ■

Traditional regional sweets were inspired by convent sweets, which took on a cosmopolitan character by incorporating ingredients such as spices and cane honey, a custom left from the abundance that flowed through the city when the ships from the Indies docked here. Since 1987, "O Forno" has excelled in the preparation of The "Ladrilhos Espanhois", the "Africanos", the "Covilhetes de Leite", the "Rochedos", the "Doce de Ovos" or the "Cornucopias" so that the variety is something to behold and can be savored while reading old press reports about the store and Dona Amélias, one of the specialties.



A Central de Ferragens ou Nildo Neves 12 ■

Nildo Neves is an old-fashioned hardware store. Founded in 1951, its interior has not changed for over 70 years, but for this reason, it is a delight to see details such as the wooden counter with a tilting lid, the display cabinets covering the entrance walls full of pots and aluminum pans, old lithographed paintings with notices to customers, or the walls behind the counter covered with small wooden drawers on the outside of which a clearly visible copy of what is inside is attached, an organization that provides effective order, convenient for both the customer and the seller. Visiting this store is like taking a little trip back in time, and getting a glimpse of the commerce, the stores about 70 years ago.



Padaria Angrése 13 ■

Padaria Angrése was established in the 1920s, in the same place where it still stands today - Street "Rua do Rego" n.º 70 - producing bread of different types of flour, quality and format, cookies, sweets and confectionery. It is an architectural treat for the city, untouched since its foundation, and always in operation. The cutout of the window frames and the detail of the external shutters, fastened with nails that fit daily, the tiles with monochromatic embossed and glazed decoration on the wall coverings, and the wrought iron railing from the 1910s that supports the counter deserve well a visit.



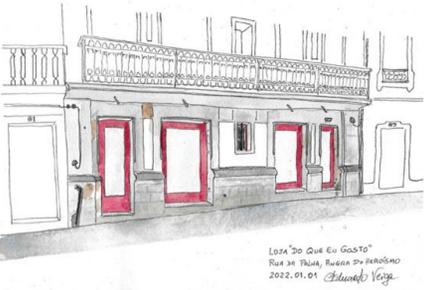
Pastelaria de Santa Bárbara 14 ■

The francesinhas and homemade food at Pastelaria Sª Bárbara are its calling card and therefore, on the way back from a long walk through the eastern part of the city, it is pleasant to have lunch with groups of colleagues and friends who gather there with the same intention. Then stretch your legs in the garden in front, enjoying the shade of the trees and the calm of that patch of green in the middle of the city, enjoying the transformations that the entire square has undergone and the harmonious two-storey front of the old Leitaria Sª Bárbara with its iron plate sign on the door, the old-fashioned way, since 1940.



Do que eu gosto 15 ■

The original building where the Do Que Eu Gosto store is located was a 17th century construction, and on its walls are still visible many architectural remains that testify it, discovered in 1999, during the restoration works of the property that gave rise to the store. Not to be missed is the appreciation of a Manueline-style portal lintel embedded in a wall, the small stone oratory that can be seen on a wall on the first floor, and the interior patio full of flowers and potted trees where we can still see a fountain with its high elevation of a spout and a rectangular stone tank.



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Rua da República — Angra do Heroísmo

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Explore TERCEIRA



Barbearia Os Rochas 16

Doing the math, “Os Rochas” have been trimming and shaving people from Praia for over 60 years. José Martins da Rocha and his nephew, Hermâni, have already lost count of the heads and chins that have been given into their hands, but they continue to fulfill the family tradition by performing the classic cuts and razor beards that are their strongest.

“The Rochas” are already an institution in Praia da Vitória and are certainly part of the commercial history of the old main street “Rua de Jesus”, which was once much busier. Those who are not lucky enough to participate in a few minutes of conversation while waiting their turn, don’t know what they miss.



Café Terezinha 17

Opened to the public in 1942, in the midst of World War II, in the period when English troops also arrived on the island and the air base in Lajes was beginning to be installed, by António Borges de Quadros, “Café Terezinha” has since been a place for meetings and gatherings where listening to the radio, one of the few in the city, and commentary and criticism of everything and everyone was frequent and accurate.

Acquired and operated by the Cipriano family between 1952 and 2000, the establishment was once again managed by the founding family, where a new generation seeks to respect the memory of the “Café Terezinha”, but update its offer, also paying attention to younger audiences.

Enjoying a drink on the street terrace, or having a meal, which is now available at any time of day, is part of this strategy.



Casa Astória 18

José de Freitas opened Casa Astória in the late 1950s as a souvenir and handicraft shop aimed at a clientele of resident Americans and visiting emigrants. The building it occupies, built in 1967, is an example of the architecture and design of the period, where the front with geometric lines and large curved glass showcase dominates, and the interior with still-existing chrome metal counters/display.

Acquired in 1974 by Antero Costa, Casa Astória now also offers decoration items and services suitable for a public with tastes and needs different from those that animated customers in past decades.



Praia Ferragens 19

Drugstores like Praia Ferragens have it all. They are like surprise boxes where we find solutions to the small and big problems we have at home: products to clean, cover, unplug or fix as well as the appropriate tools to use them.



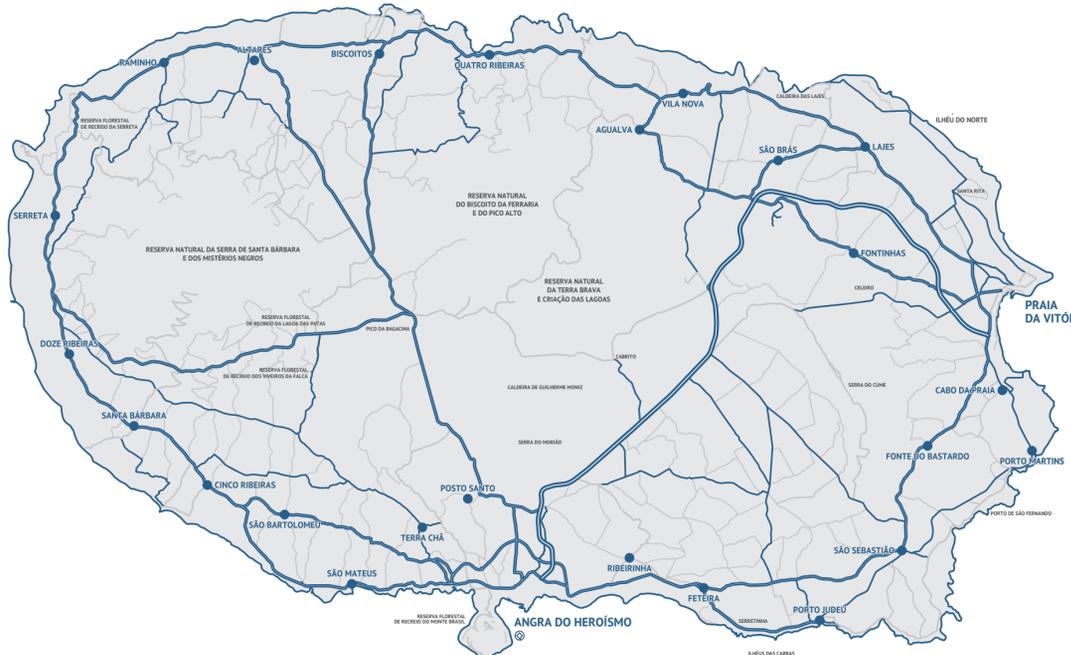
Loja do Coração de Jesus 20

What is currently “Largo Conde da Praia” was, first, a large ground called “Terreiro”, situated outside the village walls. Around 1680, the Convent called “Convento da Luz” was transferred there, removed from its original location in a seaside area that, every year, the storms put in danger. For everyone, the new site of the convent gave the “Terreiro” its name, which is why it became known as “Terreiro da Luz” and, later, “Largo da Luz”.



Praia da Vitória

Terceira Island Map



Images, videos, full stories of the stores:
oferecaacores.com



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Local commerce with History in Terceira

Since the 16th century, Terceira has been an Atlantic center for the confluence of trade routes, that is why at the port of Angra arrived ships not only from distant places, but also from nearby islands.

Animated by many workshops of blacksmiths, locksmiths, carpenters, shoemakers and bricklayers, Gaspar Frutuoso praised the city of that time because in it “all the necessary things are in abundance, they are sold through the doors, and they are selling all over the city, much like in Lisbon . except wine and olive oil, which are only sold in taverns, and meat in butchers, with what it looks like, and is, a small Lisbon”.

Street vending, workshops/shops of different craftsmen and large storehouses of merchants linked to import and export were concentrated in the central streets of the city and closer to the pier, guaranteeing urban supply, but also the needs of the rural areas of the island and the disposal of their productions.

The commercial occupation of the downtown area continued until the 19th century, when the end of the civil war, the return of wealthy Brazilian emigrants, and the commercial and urban development itself gave way to the opening of new commercial spaces with more specialized typologies that spread over a wider area of the city: the taverns, cafes and pastry shops on the way to the “Pátio da Alfândega”, while the restaurants, taverns and eating places preferred the proximity of the port and the streets of “Sº Espírito” or “Canoas Verdes”; couriers on the streets of “Palha” and “Rosa”; traditional wood wellies makers, potters and sausage shops on the streets of “Guarita” and “Galo”, hardware stores and farms where there were a clerk’s apprentice willing to become bosses.

Lisbon’s large department stores, such as “Armazéns do Chiado”, had branches in Angra, but local merchants were mainly betting on being representatives of national and foreign manufacturers and producers whose products they advertised in the advertising they made of their stores, and which also brought to the merchants on the city of “Praia da Vitória”, supplied weekly by a wagon that made the journey. In “Praia da Vitória”, the street where commerce is concentrated, even today, is the “Rua de Jesus”, a street that flanked the convent of the same name, and which opened from the square to square that marked the end of the village and was, also, one of its gates. Here commercial development changed much more slowly, and the turning point was the installation of the Air Base in 1941.

In any case, commercial activity both in urban centers and in rural parishes played a fundamental role in the transformation of the island, not only guaranteeing the sustainability and supply of the populations, but also by promoting leisure and sociability, through the revitalization and dynamization of areas that, for various reasons, were being abandoned and that, in this way, ended up being requalified, safe and attractive to new residents.