

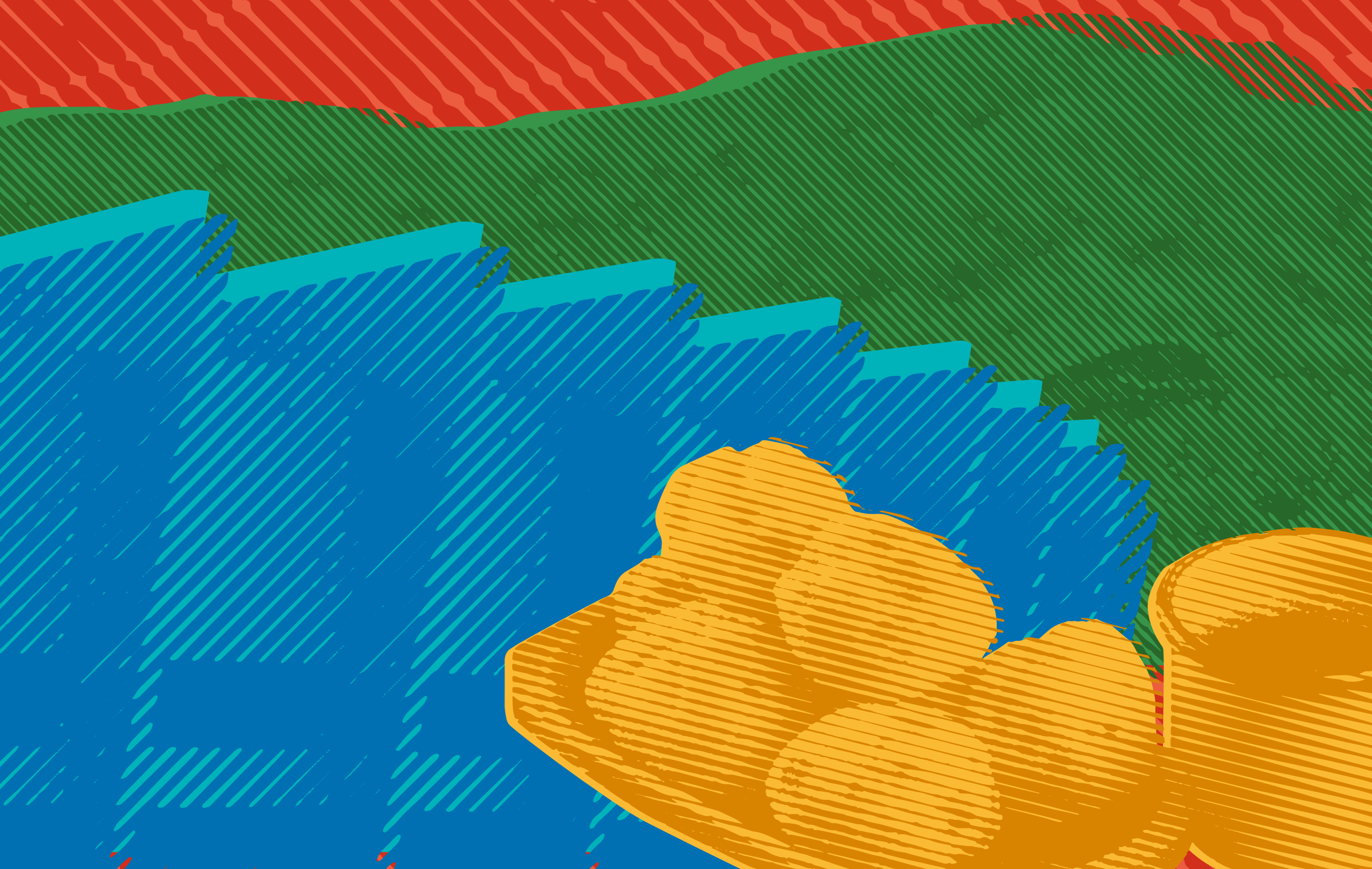


ME BELO HORIZONTE
TOURISTIC
EXPERIENCES

NUUH!

NUUUH!

One of the most versatile interjections of the 'mineirês', it defines everything! It can be an expression of amazement, joy, intensity... If the mineiro can feel it, the nuh can express it. What is nuh? "Nuh é bom demais da conta, so!"



Data Sheet

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Technical Team | Márcia De Paula Da Fonseca

Consultants

Eduardo Faraco

Marcela Saad

Marta Poggi

Tricia Sander

Data Sheet

Belotur | Empresa Municipal de Turismo de Belo Horizonte S.A.

Director – President

Barbara Mundim Menucci

Chief of Staff

Sandra Mara Lima

Head of Legal Counsel

Laura Menezes Rodrigues

Planning Advisor

Caroline Toledo

Head of Communications

Barbara Prado

Administration and Finance Director

Alexis Oliveira

Director of Tourism and Innovation Policies

Marcos Boffa

Director of Marketing and Tourism Promotion

Marina Pacheco Simião

Director of Events

Nathália Coelho

Responsible Team:

General Coordination

Marina Pacheco Simião - Director of Marketing and Tourism Promotion

Technical Coordination:

Fernanda Fonseca - Tourism Promotion Manager

Technical Advisory:

Ana Patrícia Gusmão

Debora Giordana

Luís Carneiro

English Translation:

Bernardo Silva de Oliveira Ribeiro – Executive Advisor to the Presidency

Belo Horizonte is surprising

A pioneer of modernity in Brazil, Belo Horizonte is a dynamic, cultural and technological city. It cares about heritage and also the environment, and connects with the future without forgetting its traditions. It has one of its great attractions in the kitchen, which is why it receives the title of Creative City of Gastronomy, awarded by UNESCO. It has unique charms in its curves, whether those of the mountains of the Serra do Curral, which frame the urban landscape, or those of the works of Oscar Niemeyer, with his Conjunto Moderno da Pampulha, Cultural Heritage of Humanity.

But to get to know a city in depth, in addition to the most obvious places and attractions, you need to know its people. The habits, curiosities and experiences that are part of the history and daily life of its inhabitants. What sets them apart from so many others?

Renowned for being hospitable like few others, Belo Horizonte translates well what the capital of Minas Gerais is, a pulsating and welcoming city with countless possibilities to explore.

To really know Belo Horizonte is to experience life as a belo-horizontino. Mix tradition and modernity, affection and food, liver with jiló, cheese bread with coffee, Club with Corner.

It's interacting with people as if they were old acquaintances.

This is the invitation that Belotur makes to you with this work, the Menu of Touristic Experiences of Belo Horizonte, made in collaboration with Sebrae Minas.

Come and discover Belo Horizonte and experience the city like a true resident. You'll be amazed!

Barbara Menucci
Director - President of Belotur



To live and feel BH

To experience Belo Horizonte - or, simply, BH - is to delight in dishes and snacks that have earned the capital of Minas Gerais recognition by UNESCO as a Creative City of Gastronomy. It's enjoying getting together with friends in bars, enjoying the good prose and the delicious craft beers that are proudly produced here.

Living BH is a leisurely stroll through the streets and squares, contemplating the gardens, neoclassical, neo-Gothic and modern architecture, the mountains and the horizons. It is to be delighted with our musicality, to revive the Clube da Esquina and its consecrated compositions. It is vibrating with the popular culture that pulsates intensely in our streets, parks, theaters, towns and communities.

Not to mention the characteristic hospitality of our people, as well as the professionalism of our entrepreneurs, who strive to offer unique and memorable experiences to those who visit us.

In this catalogue, we present 18 innovative experiences in the areas of gastronomy, agroecology, brewery, art, design, among others, for those who want to live and feel BH. They were developed and improved from a work of diversification and expansion of the touristic offer in our city, the result of a successful alliance between Sebrae Minas and Belotur.

Acting jointly and strategically, Sebrae Minas has joined forces to structure, qualify, promote and market tourism products, services and experiences

Enjoy the reading!

Marcelo de Souza e Silva

President of the Deliberative Council of Sebrae Minas



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ME Arts
NUUUH!

An Artistic and Cultural Immersion

Casa Palma

Casa Palma was born from the dreams of Fernando Palma, a doctor who chose to leave a promising career to pursue his true passion: art. Today, the former studio has become a vibrant space for creation and inspiration, where more than 80 artists come together to form the Casa Palma Collective.

In this unique experience, we invite you to immerse yourself in the world of art, on a journey that goes far beyond the contemplation of painting, through a true sensory journey. As you stroll through the gallery, you'll savor unexpected, art-inspired flavors, read and reflect on Fernando Palma's poetic manuscripts, and even express your own creativity.

All accompanied by a selection of good music, carefully selected wines and enriching conversations. Casa Palma is not just a place to admire art, it is a space to experience it in its entirety: awakening emotions, provoking reflections and connecting with your own creative process.



Duration: 1h40

Days: Saturday, from 17:00 to 18:40, and other days, subject to reservation

Reservation: Required

Capacity: minimum 4 and maximum 25 people, in standard format. Up to 50, in a special format.

What makes up the experience: House guide, painting experience, special tea, a glass of wine, painting activity and an eco-friendly bag.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: R. Monte Alegre, 225 - Serra

Website: www.casapalma.art

Email: jpalma@jpalma.com.br

Phone: +55 (31) 99165-8310

Instagram: [@casapalma.art](https://www.instagram.com/casapalma.art)



ME *Creative
Economy*

NUUH!

Beagá in 10 Steps

Made in Beagá

Belo Horizonte is a city full of symbols, places of interest and curiosities. Many, known to all, others, not so much.

And at Made in Beagá, a store that brings Belo Horizonte to the world, it is possible to know all this through creative and exclusive products, developed by artists from Minas Gerais.

In this experience, the idea is that the visitor can get to know the city in a creative and interactive way, from 10 steps that are marked around the store, referring to some of the main symbols of the city.

It is impossible to leave this experience without saying "nuh" or "uai", or who knows "que trenzin"...



Duration: free

Days: Monday to Friday, from 10h to 19h, Saturdays, from 10h to 14h

Reservation: Not required

Capacity:-

What makes up the experience: visit to the store, with access to the interactive material, which presents the 10 steps to follow

Remarks: The activity takes place during the opening hours of the store, so it is important to check if there have been any changes

Contacts:

Address: Avenida Brasil, 305 | Store 02 Santa Efigênia

Website: www.madeinbeaga.com.br

Email: contato@madeinbeaga.com

Phone: +55 (31) 99704-9482

Instagram: @madeinbeaga



BH Gastronomic Experience – City Center

Espinhaço Operadora Turística

Taste, feel, appreciate, record, enjoy and live all the history and tradition of the people of Minas Gerais. This is the proposal of this 6-hour itinerary that takes you to the most emblematic places in the center of BH.

Along a 4 km walk through the City Centre, with stops every 5-10 minutes, it will be possible to discover what makes Belo Horizonte such an attractive place. The walk offers a glimpse into the streets of a planned city, which maintains an indoor climate and has buildings that represent different architectural styles.

In addition, along the way there are bars, restaurants, cafes, an artisan bakery, our wonderful Central Market, considered the third best in the world, which has a bit of each region of Minas Gerais.



Duration: 6h

Days: On demand, from 8h

Reservation: Required

Capacity: minimum 2, maximum 15 people

What makes up the experience: Qualified and experienced guide, information on history, art, architecture and gastronomy.

Observations:

Not recommended for persons with reduced mobility. Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Rua Miraselvas 183 | 102, Ouro Preto

Website: www.espinhacooperadora.com.br

Email: contato@espinhacooperadora.com.br

Phone: +55 (31) 99189-1651

Instagram: @espinhacooperadoraturistica



Nostalgicos Futebol Clube

BH on Foot

El belo horizontino has three great passions: bar food, cold craft-beer and football. In this experience, they all come together to present the history of Belo Horizonte through the sports lenses and show how America, Atlético and Cruzeiro emerged and modified the city.

Did you know that the first airplane flight was sponsored by a football team? Or that the Central Market, icon of the capital of Minas Gerais, was once a stadium, with capacity for five thousand fans? These and other stories will make up this itinerary, accompanied by boteco food, after all, BH is the Creative City of Gastronomy. But the harmonization is unlike anything you've ever seen, with beer and football souvenirs.

Get ready for a fun ride and an experience like no other in the Americas!



Duration: 5h

Days: always on Fridays, at 13h

Reservation: Required

Capacity: between 4 and 12 people

What makes up the experience: guided walk, food and drinks in the 3 points that make up the itinerary.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge. This experience involves 4 km of walking, without large climbs, but can be complex for people with reduced mobility.

Contacts:

Address: not applicable

Website: www.bhape.com.br

Email: reservas@bhape.com.br

Phone: +55 (31) 99290-5010

Instagram: @camadasbh



Pampulha: Beagá For All Senses

Sensações Turismo

A different way to appreciate the Pampulha. Although the views are amazing - after all, we're talking about an architectural ensemble designed by Oscar Niemeyer - the purpose of this experience is to connect the visitor to the region through touch, scent and taste.

The proposal is for the visitor to understand the role of stories in the process of connecting with the city, as well as providing an inclusive experience for people of all ages.

The tour ends at Casa Juscelino Kubitschek, with a special picnic highlighting the traditional flavors of daily life of Belo Horizonte families.



Duration: 2h30 to 3h

Days: On Demand

Booking: required

Capacity: maximum 20 people

What makes up the experience: Guided walk with storytelling, essentials for the sensorial experience, and surprise gifts

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: exclusively online service

Website: sensacoes.tur.br

Email: contato@sensacoes.tur.br

Phone: +55 (31) 99973-9340

Instagram: @sensacoesturismo

Roots and Resilience: Life in the Favela

Serrão Tur

What is life like in the favela? What are the customs, what is the routine like, and what are the stories that guide the daily lives of the people who live there?

This is what the visitor will discover in this authentic experience, developed by a resident of the Serra, with the aim of showing that the city is thriving and that everywhere there are creative businesses, interesting people and beauty, some impressive!

The hours of the tour will pass in the blink of an eye as many different activities are included in the itinerary. Among them, a breakfast, a visit to Rádio Favela, a stop at Cerâmica Santana and even a Butecada experience with lunch.

The big surprise is due to an overlook, which will reveal the city from a unique angle. Get ready for it!



Duration: 5h

Days: two Saturdays a month

Booking: required

Capacity: maximum 14 people

What makes up the experience: welcome coffee, cheese bread and sugarcane juice, transport and monitoring by a community inhabitant and tourism specialist during the tour, visit to the overlook, Rádio Favela, Cerâmica Santana and the butecada experience with lunch included.

Observations:

Not recommended for persons with reduced mobility. Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Rua Dr Alipio Goulart, 157-104, Serra

Website: does not have

Email: serraotur@gmail.com

Phone: +55 (31) 99215-1233

Instagram: @serraotur



ME *Gastronomy*
NUUUH!

Cachaça Experience: A Tour of History and Flavors

Cava Zé Ribeiro

A table set, a tasting board and a dip in the history of cachaça, with all the aromas, flavors and curiosities. All this, in the company of quality appetizers from Minas Gerais, which will precisely harmonize and make the experience even more complete.

These elements, by themselves, would already make this a unique activity, but it goes further. Visitors will also see the Still, have the opportunity to taste personalized and exclusive drinks, prepared with cachaça, and enjoy moments of great interaction, while learning curiosities and traditions that surround the universe of cachaça.



Duration: 2 hours

Days: Wednesday or Thursday, from 18:30 to 20:30.

Booking: required

Capacity: from 1 to 20 persons

What makes up the experience: guided tasting of 6 cachaças, tasting of appetizers from Minas Gerais paired with some cachaças.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: R. Adriano Chaves e Matos 486, lojas 100, 173, 182 e Cava Subsolo A, Olhos D'Água

Website: cavazeribeiro.com.br

Email: contato@cavazeribeiro.com.br

Phone: +55 (31) 99916-8006

Instagram: @cavazeribeiro

From the Farm to the Table

Armazém Roça Grande

Armazém Roça Grande is a place that unites gastronomy and culture, and its purpose is to perpetuate the Sertanejo heritage through traditional recipes and original ingredients.

In this experience, entitled in Portuguese "Da Roça à Mesa", participants will live a harmonized dinner that promises to show what life is like in the countryside through flavors, knowledge, games, cultural celebrations and sustainability.

From the hand of Mariana Gontijo, chef and owner of the Warehouse, participants will have a complete immersion in the gastronomic culture of Minas Gerais and will be surprised by the "stories" of the countryside and the cozy atmosphere, full of details that lead to a trip back in time.



Duration: 3 hours

Days: Second and third Thursday of each month

Reservation: Required

Capacity: 20 people

What makes up the experience: dinner on three occasions, accompanied by wines from Minas Gerais and special coffee, an experience of "tales" and stories of the traditions and ingredients of the countryside.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Rua São Paulo, 1700, Lourdes

Website: does not have

Email: orocagrande@gmail.com

Phone: +55 (31) 99119-4739

Instagram: @orocagrande

With Eyes Closed and Hearts Open

Casa Coli

Casa Coli is an intimate place that invites visitors to an exclusive and unique experience around the table, cultivating something very valuable: a good conversation.

In this experience, Chef Bárbara Coli's goal is to provide participants with a secret and meaningful journey, through a 7-course menu, with a surprise menu, focused on seasonal foods and guided by the principle of valuing the flavors, characters and places hidden in Mangabeiras, where the space is located.

Aromas, textures, touches and countless sensations are awakened over the course of 3 hours. The intention is for everyone to realize how amazing it is to look inside calmly and just feel.



Duration: 3 hours

Days: Once a month, on a predefined date

Reservation: Required

Capacity: up to 30 people

What makes up the experience: full dinner (7-course and harmonized menu)

Notes: Dates are reported in advance on social media.

Activity may change in relation to values. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Revealed after booking confirmation

Website: does not have

Email: casacoligastronomia@gmail.com

Phone: +55 (31)2531-5059

Instagram: @casacoligastronomia



Brewery Experience: Guided Tasting

Chopp do Mercado

Belo Horizonte is recognized as an important brewing center in Brazil, and the reasons are evident throughout this experience, which provides a mix of knowledge, curiosities, flavors and aromas.

Visitors will take part in a guided tasting, accompanied by handcrafted drinks, so they can discover the different types of beer, while learning about the production process and exploring the myths and truths surrounding the universe of this much-loved beverage.

Of course, the beers, which are awarded in Brazil and in the world, will be served in the Lagoinha Cup, valuing the mineiridade and the essence of our botecos.

Beer, gastronomy, good conversations and a market full of shops of origin, make up this experience, which is the face of Belo Horizonte, and will come with surprise gifts.



Duration: 1h30, for Standard Experience; 3h for Premium Experience

Days: Thursday to Sunday

Booking: required

Capacity: maximum 20 people

What makes up the experience: In the Standard Experience there are 5 types of beer of 190 ml, repetition of the type preferred by the visitor, 5 types of appetizers that harmonize, experience guided by a beer expert. At the Premium Experience, beer is not limited.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Rua Adriano Chaves e Matos, 477, loja 515, Olhos D'água

Website: does not have

Email: choppdomercadobh@gmail.com

Phone: +55 (31) 97581-8491

Instagram: @choppdomercadobh



Table Served with Delicacies and Coffee in Three Moments

Copa Cozinha

The Copa Cozinha aims to showcase value of the countryside roots. The three friends, founders of the place, consider themselves guardians of the culinary secrets they learned from their teachers: the women of their families.

And in this experience, visitors will learn about food and delicacies, full of tradition, which are served in the company of a hot coffee, prepared on time and in the style of a grandmother's house.

There are three moments of great taste, which are served accompanied by an opportunity for connection between the participants, who will feel at home, literally!



Duration: 1h30

Days: always on Fridays, from 9:30 to 11:00 and from 16:00 to 17:30

Reservation: Required

Capacity: Minimum 8 people and maximum 20 people

What makes up the experience: The whole menu experience in three stages, already with drinks.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Av. Francisco Sales, 199, Floresta and Av. Olegário Maciel, 742, Tienda 2189, Centro

Website: acopacozinha.com.br

Email: copacozinha.mercado@gmail.com

Phone: +55 (31) 99745-4456

Instagram: @copa_cozinha



Flavors and Agricultural Knowledge: a Morning of Interaction and Learning

Paladino Restaurant

A morning at the farm, with an immersion in the orchard, animals and agroforestry practices.

This experience, which takes place in the Paladino Restaurant, recognized in the city as a farm restaurant that celebrates gastronomy through flavors and aromas in the best style of Minas Gerais, offers families the opportunity to interact in the midst of nature, in addition to various knowledge about sustainability and the simple actions that involve putting your hands on the ground, planting, harvesting and connecting with animals.

In the end, everyone will have the opportunity to taste traditional flavors, mixed with cachaça.

The proposal is that everyone realizes that they can change the world through small attitudes, and that these changes begin, in the first place, by transforming who we are.



Duration: 1h30

Days: Tuesday to Friday, 10:00 - 11:30

Reservation: Required

Capacity: maximum 25 people

What makes up the experience: coffee from Minas Gerais, experience carried out by a professional with local experience, tasting of traditional recipes harmonized with cachaça.

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Av. Gildo Macedo Lacerda, 300 - Braúnas

Website: restaurantepaladino.com.br

Email: marcelo@restaurantepaladino.com.br

Phone: +55 (31)99918-4169

Instagram: @restaurante_paladino



ME *music*

NUUH!

Reviving the Clube da Esquina: The Minas Gerais Musicality Route

Bar and Museum Clube da Esquina

Imagine embarking on a journey through time, where music, history and culture uniquely intertwine. This is exactly the proposal, an exclusive themed tour that invites residents and tourists to visit the 12 main points of Belo Horizonte where the Clube da Esquina movement flourished in the 60s and 70s.

The tour departs from one of the city's most iconic sights, the Praça da Liberdade, aboard a charming sightseeing bus. During the tour, participants are guided by experts, who tell the story of great names such as Milton Nascimento, Familia Borges, Beto Guedes, Wagner Tiso, Fernando Brant, Toninho Horta, Tavinho Moura, Flávio Venturini, among other artists who marked Brazilian music and brought the name of Minas Gerais to the world, in addition to listening to live music.

The last stop takes place at the Bar of the Clube da Esquina Museum, located in the neighborhood where this cultural movement so important for Minas Gerais and Brazil was born: Santa Tereza.



Duration: 5 hours

Days: check the schedule on the website

Reservation: Required

Capacity: 19 people

What makes up the experience: Guided tour with an expert, water and courtesy of the sponsors served on the route, live music during the trip, welcome drink and snack at the Clube da Esquina Bar and Museum, admission to an on-site show and certificate of participation.

Comments: Dates are reported in advance on social media. Activity may change in relation to values. Therefore, it is necessary to confirm with the person in charge.

Photo credits: Caio Passarelli

Contacts:

Address: Rua Paraisópolis, 738 Santa Teresa

Website: www.bardomuseuclubedaesquina.com.br

Email: comercial@bardomuseuclubedaesquina.com.br

Phone: +55 (31) 99688-0558

Instagram: @bardomuseuclubedaesquina



ME *Cultural
Heritage*

NUUHU!

Between Authors and Poets - Getting to Know BH in Verses and Prose

HT Happy Travel

In a historical and literary tour through the streets and squares of Belo Horizonte, which will provide the visitor with an immersion in the life and work of nine iconic characters, immortalized in sculptural works of different eras and styles.

Throughout the guide, made through stories and poems by Henriqueta Lisboa, Fernando Sabino, Carlos Drummond de Andrade and other relevant names in our literary history, the visitor will be able to meet artists, techniques and materials used in these sculptures, as well as explore a little of the history of the city and see how each of these characters influenced our culture.

The route is approximately 3 km long and, at the end, participants gather for a coffee in a café that is part of the history of the city center.



Duration: 3h30

Days: Monday or on demand, from 14:00 to 17:30

Reservation: Required

Capacity: minimum 4, maximum 15 people

What makes up the experience: cultural walk and two-handed coffee

Observations:

Date scheduled in advance. The activity may change in relation to the values, so it is necessary to confirm with the person in charge.

Contacts:

Address: Rua Conselheiro Barbosa, 190, Salgado Filho

Website: www.hthappytravel.com

Email: info@hthappytravel.com

Phone: +55 (31) 99764-8175

Instagram: @hthappytravel



Mirante Acaiaca - An Invitation to Connect with the History and Landscapes of Belo Horizonte

Terraço Acaiaca

A historic building, with a 360-degree view of the city's top sights. A vantage point that provides a connection to sunset, a full moon, or a starry sky.

This is an experience of appreciation from the 25th floor of Acaiaca, the city's first skyscraper, 130 meters high, which was built during World War II and is recognized from afar by the indigenous effigies that mark the exterior of the building.

Set aside time to take beautiful photos of the city and relax in the appropriate spaces of the observation deck, which features a comfortable lounge, a bar with good drinks, and a quality music program.



Duration: 2h30m

Days: Wednesday to Sunday, from 16:30 to 19:00

Reservations: Admission purchase required

Capacity: maximum 135 people

What makes up the experience: Access to the day's media and activities, such as art exhibitions or live music

Observations:

Activity may change in relation to values and dates. Therefore, it is necessary to confirm with the person in charge.

Contacts:

Address: Avenida Afonso Pena, 867, 25º Andar

Website: does not have

Email: acaiaca.rooftop@gmail.com

Phone: +55 (31) 98402-6758

Instagram: @terracoacaiaca





WE LOOK FORWARD TO SEEING YOU IN BEAGÁ

