

PORTUGUESE SARDINES

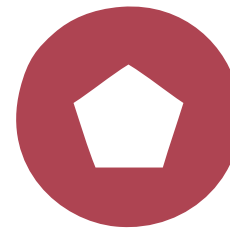
LUCAS

BRAND



CATALOG 2024

REF: EN2024V1



2020
Pentawards
Bronze



Luças
Brand
SARDINHAS PORTUGUESAS



"In the past, 'Matosinhos' wasn't a land of fishermen..."

But a natural and cyclical phenomenon, on the 19th century, made the sea advance and destroy the shoreline, from the 'Afurada' to the 'Espinho' region, forcing the local fishermen to gradually move to 'Matosinhos'.

Nowadays, 'Matosinhos' is a land of fishermen...
Soon others will come..."

"Uma cidade assim" – Câmara Municipal de Matosinhos 1996

CANNED FISH

Quality tradition of the oldest cannery in 'Matosinhos'.

"LUÇAS"

It is said that this cognomen was brought to northern Portugal in these last centuries with the rise of the traditional old ways fishing 'xávega' art/technique.

THE LAND

'Matosinhos' is a land of an ancestral culture richness. Legends say that with the 'Jacobino' religious cult and 'Caio Carpo', that the scallop as the symbol of the 'Compostela' pilgrims was born.

Until the 19th century, 'Matosinhos' was traditionally a farming land, due to its fertile lands bathed by the 'Leça' river. This region was controlled since the Middle Ages by powerful feudal lords from the 'Maia' region, with the discipline and organization of the Order of Saint John ('Ordem dos Hospitalários') and linked to the sea by the conquests in Africa and the privateering wars.





THE FISHERMEN LAND HISTORY

Around 1830's, a natural and cyclic phenomenon made the Atlantic Ocean advance inland, systematically destroying the shoreline from the 'Afurada' to the 'Espinho' region.

The increasing sea access difficulty to the Oporto city, lead to the construction of 'Leixões' port , with the inclusion of a fishing port for the fishing ships that worked the newly arrived fishing method American Purse Seine ('Cercos Americano'), still used nowadays for the sardine fishing.

At the same pace, the fishermen from 'Ovar', 'Espinho', 'Afurada' and 'Póvoa de Varzim' regions, settle in 'Matosinhos'. This influx remained steady from 1834 to 1870.

An essentially farming region made its shift into a fisherman's land.

In 1896, Joaquim Ferreira Pedro Lucas, with its dynamic and entrepreneurial spirit, founded the first canned fish production plant in 'Matosinhos'.

From that moment on, the cognomen 'Luças' begins its life as a canned fish brand.

Its main products were pressed sardines and anchovies, preserved by salt (without sterilization).

In 1916, the first contacts with Greece are settled and in 1920 they begin exporting pressed sardine into the Greek market.

On May, 4th, 1940, the 'Luças & C^a. Lda.' company is born and registered, with its canned fish production plant already equipped with its sterilization lines.

In 1956, the 'Arrábida' cannery in the 'Setúbal' region, is bought allowing the production increase, whose brands, due to their careful production methods, won several awards in Portugal and abroad.

As a token to their exceptional products, its brand 'Sangamito' has won the medal of industrial honour, which was included in its logo.

During the golden period of the canned fish production, we have witnessed to the peak production rate of 100.000 canned fish boxes, which at the time, solely using traditional production methods, without any overlooking to quality, was a considerable number. Quite an achievement if we take into account that, also at the same time, they were gaining the trust and preference of highly demanding clients with extremely high prestige, like the 'Setubalense' Naval Club ('Clube Naval 'Setubalense') with its famous canned fish delicacies.



CURRENT EXPORT DESTINATIONS



EUROPE

Spain	Norway
France	Denmark
Belgium	Sweden
Holland	Poland
Germany	Czech Republic
Austria	Greece
Hungary	
Romania	



AMERICA

USA
Canada



ASIA & OCEANIA

Australia

THE SARDINES



PORTUGUESE SARDINES IN OLIVE OIL

EAN13: 5602899211106



PORTUGUESE SARDINES IN OLIVE OIL AND PIRI-PIRI

EAN13: 5602899211120



PORTUGUESE SARDINES IN OLIVE OIL AND GREEN PEPPERS

EAN13: 5602899211168



PORTUGUESE SARDINES IN OLIVE OIL AND LEMON

EAN13: 5602899211151





**PORTUGUESE SARDINES IN
OLIVE OIL WITH TOMATO**
EAN13: 5602899211113



**PORTUGUESE SARDINES IN
SPICED TOMATO SAUCE**
EAN13: 5602899211236



**PORTUGUESE SARDINES “MILLÉSIME 2020” IN
EXTRA VIRGIN OLIVE OIL “OCCIDENS”**
EAN13: 5602899211502



THE SKINLESS AND BONELESS SARDINES



**SKINLESS AND BONELESS
PORTUGUESE SARDINES IN
OLIVE OIL**

EAN13: 5602899211182



**SKINLESS AND BONELESS
PORTUGUESE SARDINES IN
OLIVE OIL AND TOMATO**

EAN13: 5602899211199



THE PETINGAS - SMALL SARDINES



“PETINGAS” SMALL SARDINES IN MARINADE
EAN13: 5602899213278



“PETINGAS” SMALL SARDINES IN OLIVE OIL
EAN13: 5602899212103



THE PICAS - GARFISH



**"PICAS" GARFISH IN
OLIVE OIL**
EAN13: 5602899300107



**"PICAS" GARFISH IN
OLIVE OIL AND PIRI-PIRI**
EAN13: 5602899300121





**MACKEREL FILLETS IN
OLIVE OIL**
EAN13: 5602899221105



**MACKEREL FILLETS IN
MUSTARD SAUCE**
EAN13: 5602899221297



THE SPECIALTIES



**TUNA FILLETS IN
OLIVE OIL**
EAN13: 5602899251188



**TUNA BELLY IN
OLIVE OIL**
EAN13: 5602899251195



**COD IN
OLIVE OIL AND GARLIC**
EAN13: 5602899271100



THE SEAFOOD & CEPHALOPODS



STUFFED SQUID IN MEDITERRANEAN SAUCE
EAN13: 5602899231272



OCTOPUS IN OLIVE OIL
EAN13: 5602899241103



MUSSELS IN PICKLED SAUCE
EAN13: 5602899410707



MUSSELS IN SPICED PICKLED SAUCE
EAN13: 5602899410721



THE PÂTÉS



SARDINE PÂTÉ
EAN13: 5602899211410



SPICED SARDINE PÂTÉ
EAN13: 5602899211427



TUNA PÂTÉ
EAN13: 5602899251416



SPICED TUNA PÂTÉ
EAN13: 5602899251423



THE PÂTÉS



MACKEREL PÂTÉ
EAN13: 5602899221419



SPICED MACKEREL PÂTÉ
EAN13: 5602899221428



TROUT PÂTÉ
EAN13: 5602899281413



COD PÂTÉ
EAN13: 5602899251414





**CANTABRIAN ANCHOVY FILLETS
EXTENDED IN OLIVE OIL**

EAN13: 5602899311011



**CANTABRIAN ANCHOVY FILLETS
WRAPPED WITH CAPERS IN OLIVE OIL**

EAN13: 5602899311028



WOODEN BOX 'cigars type'



EAN13: 5602899500002

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WOODEN BOX 'dominoes type'



EAN13: 5602899500030



WOODEN BOX WITH ACRYLIC LID - '6 PATES'



EAN13: 5602899500057

