**From the *Times of Oman,* September 14, 2014**

[**Omanis and expatriates gear up for Eid Al Adha purchases in Oman**](http://www.timesofoman.com/News/39697/Article-Omanis-and-expatriates-gear-up-for-Eid-Al-Adha-purchases-in-Oman)

**Muscat:**With only three weeks to go for Eid Al Adha, both Omanis and expatriates are gearing up for yet another phase of shopping to celebrate the festival with fervour.   
  
However, they are keeping their fingers crossed awaiting promotional campaigns.  
  
Though none of the managers at supermarkets and hypermarkets were willing to reveal the nature of promotions, they said they would be announcing it in the coming weeks.   
  
However, a visit to these commercial centres revealed extraordinary activity with owners of outlets and suppliers moving their stocks in and out of the storage facilities.  
  
Shams, an Omani working at Lulu Hypermarkets, said that a lot of people have visited the hypermarket to check out new apparel for men and women of all age groups.   
  
"We are preparing to cater to every requirement of those celebrating Eid Al Adha," he added.  
  
This will be the fourth occasion in the last three months when people will be indulging themselves after the Holy Month of Ramadan, Eid Al Fitr and when schools reopened. This time they might end up exhausting their finances if they don't spend wisely unlike the past three occasions. However, that might prove difficult as they have to meet the demands of the family," said Abdul Qadir, an Egyptian salesperson at an outlet in Muscat Grand Mall.  
  
Fathima, an Algerian housewife who visited the Ruwi market areas last weekend, said that she was there to buy dresses for her children at reasonable prices to keep them happy.   
  
"I have three sons and a daughter and I can't afford costly branded items at the moment. However, I feel that there are a lot of alternatives in the market. I surveyed it completely and by next week I will make my purchases," she added.   
  
Saleem Peerzada, a Pakistani architect, said, "I visited various hypermarkets of the city to gauge the amount of money I would be spending this time. I have the responsibility of my wife and three children here and parents back home in Rawalpindi, but I have made up my mind that I will shop for just a few days before the festival so that items look as good as new to my children."  
  
"This Eid Al Adha is as important to us as it has been in the past. but it has come at a time when we have experienced the pain of the bloodbaths in Gaza, Iraq and Syria and many other parts of the region. We shall celebrate the festival, but we feel the pain of the people. What they have experienced in these countries rises above caste and religion. I want to avoid spending  this time," he added.  
  
Reporter can be contacted at [*faiz@timesofoman.com*](mailto:faiz@timesofoman.com)

From Solo Female Traveler Blog (<http://www.solofemaletraveler.com/eid-al-adha-in-oman/>)

# [A Very Sweet Middle Eastern Holiday – Eid al Adha](http://www.solofemaletraveler.com/eid-al-adha-in-oman/)

One of the most interesting aspects of spending time in other countries is seeing how people in other cultures celebrate their holidays – and sometimes celebrating with them.

One Muslim holiday little known to the Western world is Eid al Adha, also known as the Feast of the Sacrifice. This three-day holiday begins Friday, October 26 this year.

This holiday celebrates the willingness of Abraham to sacrifice his son Ismael to God. As the Koran tells the story, Abraham blindfolded himself before going through with the act of sacrificing his son Ismael, only to open his eyes and see that he’d actually sacrificed a lamb and not his son after all. I’m Christian, so I believe the biblical version – that God told Abraham to sacrifice his son Isaac, not Ismael, and then God stopped Abraham just before he killed his son. Both versions of this story show strong faith in God.

In keeping with religious history, Muslims to this day continue to sacrifice on Eid al Adha. Not people, of course, but animals. Cows, sheep, goats and camels are the sacrificial animals, with families typically sacrificing just one of the above.

Eid al Adha, however, does have a much cheerier side. During this three-day period Muslims are generous with their money, bestowing gifts, monetary and otherwise, on family and friends. One of these gifts sometimes comes in the form of sweets. And one of the most popular Eid al Adha sweets in the Middle East is halwa. Here people know that one of the absolute best versions of halwa you can find are in the sweet shops of a small Persian Gulf town called Salahah, Oman.

I was in Salalah just prior to Eid al Adha in 2010, and discovered this jelly-like sugary sweet at that time. People travel to Salalah from as close as Saudi Arabia to as far away as Bahrain to taste Salalah’s regionally famous halwa. I was very happy not only to taste it and buy some to take home with me, but extremely privileged to visit one of Salalah’s foremost halwa factories to see how it was made. Here’s what I found:

Halwa takes three to four hours to make during which into a boiling vat are poured three types of sugar, dried fruit, ghee, rose water, saffron and honey. Once it reaches a boil, the mixture is ladled into bowls to set into bowls full of the tasty treat. Out of this oven emerges the flavors of halwa, including saffron and sultaneer.

Riding around Salalah I saw shops with glass windows full of blue, red and yellow bowls full of halwa. If you stop at one of these shops to try some, as I did, you’ll find that they’ll serve you samples of halwa along with strong cups of Omani coffee.

Not many Westerners travels to Oman at all, much less during the Eid al Adha holiday. If you do ever find yourself in the region anywhere near this holiday, though, definitely, definitely buy some Omani halwa for yourself and your friends and family back home. You’ve never tasted anything quite this sweetly delicious.

From Life Abroad: Oman (http://lisacamillemackenzie.tumblr.com/page/4)

##### [2ND NOV 2012](http://lisacamillemackenzie.tumblr.com/post/34821484322) | [1 NOTE](http://lisacamillemackenzie.tumblr.com/post/34821484322#notes)

Hello All! I have been in Oman for just over two months now. It is the last day of a week long break from school; I am not ready to go back yet.   
  
Before coming to Oman, I wasn’t aware that there were actaully two Eid Celebrations. Both are Islamic holidays celebrated by Muslims world-wide. The first is Eid al-Fitr. It is the celebration at the end of Ramadan that breaks the month-long fasting period.  Second, and the holiday most recently celebrated, is Eid al-Adha. During Eid al-Adha, an animal is sacrificed in remembrance of Abraham’s willingness to sacrifice Ishmael in submission to God, and God providing a ram for him to sacrifice instead. (Very very short version there..) On the 26th, 27th, and 28th of October, I was lucky to celebrate Eid with my host family.   
  
The first day, a friday, the family came over to my host family’s house for breakfast. At around ten, many, many relatives came to the house. All of the men ate in one room, women in another. Men wore ‘dishtashas’ and women wore 'jelabias’ or new outfits. I wore a new jelabia which was quite exciting. We ate the meal seated on the floor and shared plates. We ate “arsia” for breakfast, a dough-like substance made from meat and rice mixed and mashed up together. We then snacked on breakfast cake and coffee sweets while having coffee and tea. We then left the house to go visit other family member’s homes where we ate fruits and sweets. For lunch, we went to an uncle’s house. We ate meat, rice, beans, salads, and more.  At eat gathering, it is customary to go around the room and shake everyone’s hand as you enter. Many were unsure about who I was at first, but over the three days, I started to recognize familiar faces. During this first day of Eid, three sheep which had been kept outside the house for two weeks were sacrificed. I am not sure where I was at the time, but I wasn’t able to see the procedure and sacrifice.

The second day of Eid was fairly similar, though we did not have a family breakfast. In the evening, my cousins and I went to go see “Pitch Perfect”. We then met up with most of the boy cousins our age and went out to eat together.  
  
On the third day of Eid, the whole family went to the beach for the day. Boys played football most of the time, while the girls sat and chatted. I was pretty jealous watching the boys who were able to swim, run around, and play soccer. We had lunch at the beach and barbecued later during the evening. We stayed at the beach until about ten at night. At the very end I was able to juggle the soccer ball a little which was exciting! I miss being able to play soccer and exercise.   
  
During Eid, kids and young adults who do not work receive money from those who do work. This money is called “Eidea”. This was an exciting part about Eid that I got to enjoy, and that my cousins always look forwards to. Celebrating Eid with my host family was a great experience. I was reminded of Thanksgiving in the U.S. which also revolves around food, thankfulness, and family.   
  
During the past few days of vacation I have seen two more movies and spent nights out with cousins. Wednesday night was Halloween. Halloween is not celebrated, and the ideas associated with Halloween, do not match favorably with Islamic beliefs. I went to a small Halloween Party at a YES Abroad student’s house. It was nice to meet new people, dress up, and eat pizza and candy.

From the Times of Oman, Sept. 22, 2015

**As festival nears, Eid shopping picks up speed**

**Muscat:** With the Eid Al Adha festival just around the corner, Omanis are making the most of getting another reason to shop. Going by the overwhelming evidence presented by leading shopping malls and hypermarkets, it seems consumers will shop till they drop. The whole town is either on the road leading to a shopping place or inside one already.

Society plays its part in encouraging certain shopping trends on special occasions, such as Eid. Retailers come up with enticing promotions to attract the consumer. When advised by the government, employers pay early salaries, even annual bonuses, to facilitate a shopping frenzy. In the bargain, retailers and consumers both make a killing, or so it seems. Festivals, such as Ramadan and Eid are God's gift to the country's economy as billions of dollars change hands in an unprecedented spending spree worldwide or through record transactions done through online shopping. In fact, online shopping is gaining so much traction that global B2C (business to consumer) e-commerce sales in 2015 are expected to touch $1.77 trillion and jump to $2.35 trillion in 2017.

Oman has also swung into shopping mode and a visit to the Muttrah souq provides compelling proof. One of Muscat's oldest shopping destinations, the souq is replete with colours, commotion and commerce. Sellers can be seen making the most attractive offers and giving their Eid merchandise a final touch. With hardly any space to stand before the shops selling clothes, traditional jewellery and consumables, shoppers compete for the best bargain. Shopkeepers also enjoy the unprecedented interest in their wares and waste no opportunity to make hay while the sun shines. "Ramadan and Eid are the occasions we wait for. This is the best season for us," said Ahmed, a shopkeeper, who sells children’s clothing.

Ramadan is also considered the best time in Oman to buy a new car. Sensing the excitement of the festive atmosphere, all automotive companies announce exciting promotions and freebies to reward their customers. Many of them are even offering cash prizes to woo those looking to purchase a new car. With Eid shopping nearing its peak, leading shopping malls, such as the Muscat and Qurum City Centres, the Muscat Grand Mall, Lulu Hypermarket’s outlets, Centrepoint showrooms and electronic majors, such as Emax, Extra and Sharaf DG, are all experiencing record footfalls. Consumers looking to make the most of the money they spend never miss eye-catching promotions, such as “buy two, get one free” or an opportunity to participate in a raffle draw promising a car or home appliances. Retailers know customers want their shopping to be fun and rewarding; all festival promotions are designed keeping this fact in mind.

"Eid is a special occasion and people come to buy new clothes, shoes and accessories. Our offers do not just attract Muslims, the whole city comes to shop here," said a Lulu official, referring to the increased consumer traffic this festival season. With Eid just a day away, it is a common to spot consumers coming out of shopping malls and hypermarkets with loaded trolleys and overflowing bags. Thanks to this great festival, the economy gets a shot in the arm and many people in the country can be found laughing all the way to the bank.