

**BAH<sup>33°</sup>** THE AUTHENTIC GAUCHO BBQ

THE  
**GAUCHO**  
GUIDE







GAUCHO  
CULTURE

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# BAH

# BAH<sup>33°</sup> LANGUAGE

*THE WAY WE SPEAK*

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The coolest gaucho slang

## ○ FIND OUT WHAT BAH MEANS

***DISCOVER EVERYTHING GAUCHOS CAN EXPRESS WITH THIS SINGLE WORD***

- “BAH” is an expression used to add emphasis to or express a wide range of emotions whether good or bad. It’s usually associated with excitement and positivity. BAH works for almost anything: depending on the intonation, it can be used for surprise, rejection, approval, admiration... It has no direct translation and it’s uttered at the beginning of sentences, or all by itself!
- You can use “BAH” as an interjection of surprise, like “Wow!”.
- Or maybe say “BAH” in a different phonetic way, more like “Aaargh!”, when you can’t handle something anymore.



**BAH!**

**VERY  
GOOD!**

**BAAAHH**

**AMAZING!  
AWESOME!**

**BAH!!!**

**TOO GOOD  
TO BE TRUE!**

**BOOHH!**

**CAN'T EVEN  
BELIEVE IT!**

**BAAH?!**

**SERIOUSLY?**

**BAAAHH**

**NO NO NO**

**BAIINN**

**NO WAY...!**

**BAEE!!**

**I GIVE UP!**

**BAH!**

**SHOCKED**

**BAHH...**

**HEY, TAKE IT  
EASY...**

**BAAAHHNN**

**OH, NOT OK...**

**BOH!**

**CAN'T EVEN  
SAY ANYTHING!**



# BAH<sup>33°</sup>

## GAUCHO SLANGS

THE GAUCHO WAY OF SPEAKING

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Some of the coolest gaucho terms and their meanings

○ **TCHÊ** / tchae

It's a friendly expression used to emphasize almost anything. It's like BAH, a typical gaucho slang.

○ **BARBARIDADE** / bahr•bah•ree•dah•dae

An interjection that means "no way!". It's used for a non-acceptable thing that has happened, indicating indignation.

○ **GURI / GURIA** / goo•ree / goo•reeah

The way a gaucho refers to a boy or a girl. In fact, they may use it to anyone, no matter what age.

○ **PIÁ** / pee•ah

A term used to refer to young people, no matter what gender.

○ **TRI** / tree

A slang used to say something is super. It's a prefix to use with everything and it means "a lot", like three times more, both good and bad.

○ **BAGUAL** / bah•goo•all

Originally used for a savage horse, it's a gaucho adjective for something strong, huge or even rough, but in a positive way.

○ **GUAPO / GUAPA** / goo•ah•po / goo•ah•pah

When someone is elegant, charming or good-looking.

○ **BALACA** / bah•lah•kah

It's a source of pride, something to boast about.

○ **CHURRAS** / shoe•haas

The short version of the word for the authentic gaucho barbecue.

○ **MATE / CHIMARRÃO** / mah•tae / shim•a•how

A hot tea made with erva-mate to share among friends.

○ **PILA** / peeh•lah

A common term for money (equivalent of quid).

○ **QUERÊNCIA** / ke•raen•see•ya

The way to refer to your homeland, your birthplace.

○ **ARRIADA** / ah•he•ah•dah

A little joke, to make fun of something or someone, or a person who jokes around.





**CHIMAS**





# BAH33° CHIMARRÃO

*THE GAUCHO WAY TO DRINK ERVA-MATE*

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The iconic gaicho tea

## ○ GET TO KNOW CHIMARRÃO

***THE BRAZILIAN MATE PRONOUNCED  
"SHIM-A-HOW"***

- Throughout South America, the leaves of the erva-mate plant are used in a variety of drinks - some hot, some cold, some with green fresh leaves, some with dry leaves, some bitter, some sweet.
- Known as Erva (herb) in Brazil, the yerba is very different to the other yerbas (herbs) - it is bright green in colour and it is a mixture of extremely fine powder, and large stems.
- Erva-mate is most commonly drunk in the Brazilian state of Rio Grande do Sul - in the drink known as Chimarrão, a very hot type of tea, which is shared among friends. Many Gauchos drink erva-mate daily; indeed, to be honest, all day long.
- Drinking chimarrão with family, colleagues or friends is a social activity. It fosters one's identity as a Gaucho.



# BAH33°

## CHIMARRÃO

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### What do you need to make chimarrão?

The essential equipment, other than the tea itself, is a thermos of hot water, a cuia (gourd/cup) and a bomba (a special straw). It's best brewed in a large cuia with a wide open top and drunk, using huge long bombas (bombillas) with big round headed filters, which are often carved or decorated in gold or silver.



### The rules for what is the most important drink in gaucho culture

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- As Chimarrão is a social drink, there is a very detailed etiquette and ritual for drinking it.
- The host/hostess, who prepares the drink, must be the first person to pour hot water over the tea, and also the first person to drink. Take care because the first infusion is the strongest, bitterest and hottest.
- Each person in the group is passed the cuia, filled with chimarrão, in turn. They drink it, refill the cuia with hot water from the thermos and pass it on to the next person.
- It's, therefore, considered extremely bad manners not to drink all the chimarrão and leave some in the cuia for the next person. In order to show everyone, you have drunk it all, it's culturally polite to drink until the bomba makes a snorting sound that shows all the liquid in the cuia has gone.







OUR HISTORY

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# BAH<sup>33°</sup>

## OUR HISTORY

*WHERE DO WE COME FROM?*

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### Rio Grande do Sul State

#### ○ DISCOVER WHAT BROUGHT US HERE

##### *THE PURSUIT OF A DREAM*

To be sure, leaving your country means you give up many things in pursuit of a dream. Perhaps the main ones are the culture and traditions you leave behind, the way of cooking, style of music and all that makes us Brazilians, or more particularly, what makes us real gauchos.

Real gauchos come from the southern regions of Brazil, parts of Uruguay and Argentina, along the 33rd Parallel. Even though Brazil is a country of continental dimensions with numerous cultures and different culinary heritages, one thing is certain: we are all united by a love of churrasco!

Especially in the state of Rio Grande do Sul, where families regularly gather on weekends to celebrate life, love and friendships, around a traditional gaucho barbecue ritual, famous all over the world for its special cuts of meat and its specific preparation, and all the other cuisine and culture.







# BAH33°

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## **TRADITIONS CROSS AN OCEAN**

BAH33° emerged in Europe from this longing and love for centuries-old traditions. Three young gauchos left their country, dreaming of learning a new language and experiencing life in another country, hoping to share the traditions they left behind across the ocean, with the rest of the world.

Motivated by their passion, they began making authentic gaucho barbecues for their new friends in Ireland and were excited by the positive reaction they got. Those people were learning and finding out about a piece of Brazil, a piece of Rio Grande do Sul, thanks to the barbeques, as if they were almost being transported to another land, through their senses.

The three gauchos realized that when people tried the real thing, they wanted more and were fascinated by the way it was cooked, its unique cuts of meat, how long to barbeque the meat, and especially how to keep the whole ritual together in a different situation.

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## **THE IRISH AND GAUCHOS UNITED**

Living on the farm and its way of life, made a difference to their lives throughout childhood, because of their close contact with cattle, animals and the farm. Growing up in this environment brought them close to their traditions. This relationship with the family ranch was very important when it came to building a restaurant with a global vision, a vision that is strongly bound to their traditions. BAH33° is all about giving customers a gaucho experience, right from the farm to the dinner table.

They picked Dublin city to fulfil their dream, because the culture of Irish cooking, is strongly connected to livestock and its famous high quality meat. "100% Irish Meat" is a seal that is a symbol of pride. Besides, many people from all over the world have made Dublin their home, and so Irish people are used to being open to new cultures and especially new flavours.





# BAH33°

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## The Authentic Gaúcho BBQ

The dream grew, ideas took form, and opening the doors became a reality. BAH33° is a little piece of Rio Grande do Sul in Dublin city.

The meat is Irish, but selecting the cuts of meat and preparing it are gaúcho: a symbolic union between the two cultures and traditions. This is a place where Irish, Europeans, Brazilians and people from around the globe can sample authentic gaúcho barbecue and its traditions.



# BAH33°

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### OUR NAME

“BAH!” is the most iconic of GAUCHO expressions. It’s curious that depending on how it’s used in conversation, it can communicate almost anything. It’s mostly used for excitement, joy, delight. The 33°S parallel is the geographical location for GAUCHOS in this world. That is how BAH33° was born.

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Welcome to an  
unforgettable  
experience!







BAH 33°



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