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To: Unicode Consortium

Submitters: Florencia Coelho, Daniela Guini, Martín Zalucki, Emiliano Panelli, Santiago Nasra from Emojination & spontaneous team at Hacks/Hackers Buenos Aires Hackathon.

Date: March 31st, 2018

ABSTRACT

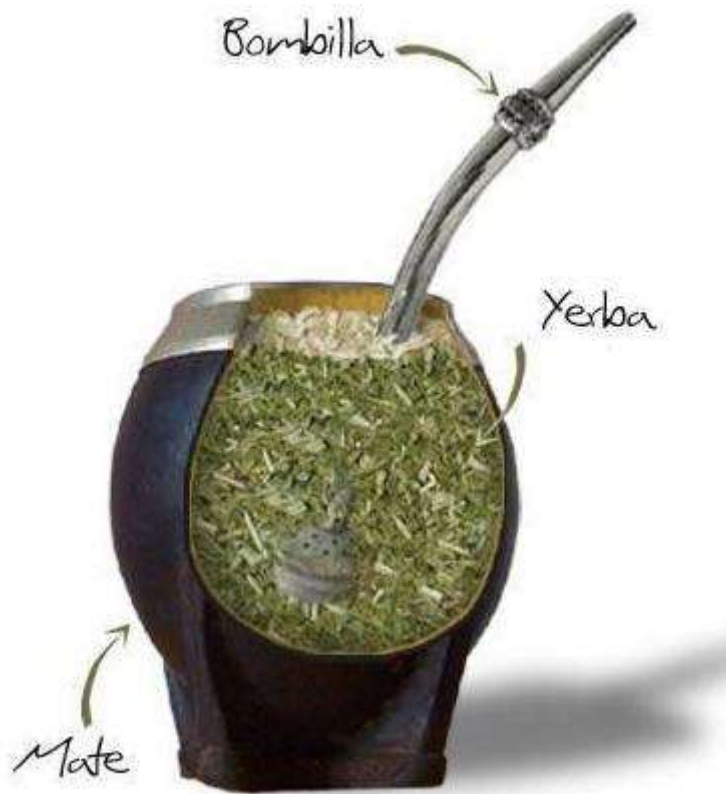
This proposal requests the addition of MATE to the Unicode emoji character library. Mate can be described as a hot or cold water beverage served in a special cup that contains yerba (*Ilex paraguariensis* sp. *Saint Hillaire*) leaves which are sipped through a metallic straw with a strainer at the end called “*bombilla*”. But a mere clinical description would detract from MATE’s cultural significance, that usually includes sharing the mate, sipping from the same “*bombilla*” and cup between a group of people enjoying the ritual.

Introduction

In South America and selected countries around the world, MATE is served usually on daily basis, drank alone or shared within a group of people. It’s a Pre-columbian healthy and energetic beverage that has surpassed centuries and frontiers including the Arab and Asian world. Although the cultural specifications differ in each region, mate serves as a common bond and language in them all.

Mate, bombilla & yerba

Mate Emoji Proposal



The countries expected to make a heavy use of this emoji are **Argentina, Uruguay, Paraguay, Brazil** (South), **Chile and Syria**. Expect daily use from a really large population.

Other countries that drink yerba mate from gourd (cup) and bombilla (straw) are **USA, France and Lebanon**.

UN Comtrade (1) registers imports of yerba mate throughout time. In 2016, **113 countries imported Yerba Mate** (HS Commodity Code 090300).

(1) <https://comtrade.un.org/data/>

Mate Emoji Proposal

UNITED NATIONS • DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS • STATISTICS DIVISION • TRADE STATISTICS

UN Comtrade Database Extract data Data Availability Metadata Reference Knowledge base API portal

Period	Trade Flow	Reporter	Partner	Commodity Code	Trade Value (US\$)	Netweight (kg)	Qty Unit	Qty	Flag
2016	Import	Uruguay	World	090300	\$71,911,884	38,863,172	Weight in kilograms	38,863,172	0
2016	Import	Chile	World	090300	\$13,797,791	5,406,533	Weight in kilograms	5,406,533	0
2016	Import	USA	World	090300	\$7,388,626	2,125,181	Weight in kilograms	2,125,181	0
2016	Import	Germany	World	090300	\$4,936,564	1,254,461	Weight in kilograms	1,254,461	0
2016	Import	Spain	World	090300	\$4,666,103	1,291,885	Weight in kilograms	1,291,885	0
2016	Import	Turkey	World	090300	\$3,180,102	948,476	Weight in kilograms	948,476	0
2016	Import	Lebanon	World	090300	\$2,750,133	888,334	Weight in kilograms	888,334	0
2016	Import	France	World	090300	\$2,613,416	717,876	Weight in kilograms	717,876	0
2016	Import	Canada	World	090300	\$1,876,263	238,374	Weight in kilograms	238,374	0
2016	Import	United Arab Emirates	World	090300	\$1,340,436	186,021	Weight in kilograms	186,021	0
2016	Import	Bolivia (Plurinational State of)	World	090300	\$1,001,953	363,207	Weight in kilograms	363,207	0
2016	Import	Singapore	World	090300	\$802,236	35,643	Weight in kilograms	35,643	0
2016	Import	Ireland	World	090300	\$746,936	268,378	Weight in kilograms	268,378	0
2016	Import	United Kingdom	World	090300	\$731,252	198,306	Weight in kilograms	198,306	0
2016	Import	Rep. of Korea	World	090300	\$723,565	147,516	Weight in kilograms	147,516	0
2016	Import	Italy	World	090300	\$652,207	164,155	Weight in kilograms	164,155	0
2016	Import	Mexico	World	090300	\$640,433	148,963	Weight in kilograms	148,963	0
2016	Import	Poland	World	090300	\$574,160	137,388	Weight in kilograms	137,388	0
2016	Import	Argentina	World	090300	\$546,942	121,214	Weight in kilograms	121,214	0
2016	Import	Israel	World	090300	\$467,900	124,075	Weight in kilograms	124,075	0
2016	Import	Japan	World	090300	\$460,612	78,662	Weight in kilograms	78,662	0
2016	Import	China	World	090300	\$346,410	68,269	Weight in kilograms	68,269	0
2016	Import	Sweden	World	090300	\$326,507	115,665	Weight in kilograms	115,665	0
2016	Import	Australia	World	090300	\$316,434	121,374	Weight in kilograms	121,374	0
2016	Import	Paraguay	World	090300	\$270,522	66,830	Weight in kilograms	66,830	0

Showing 113 of 113 entries

Estimated quantity/netweight shown in italic.
Flag refers to quantity/netweight estimation.

Multiple selection Download CSV

View 113 entries in Google Spreadsheets ([2](#))

The top 25 importers are Uruguay, Chile, USA, Spain, Germany, Turkey, Lebanon, France, Bolivia, Ireland, Canada, United Kingdom, United Arab Emirates, Italy, Mexico, Rep. of Korea, Poland, Brazil and Israel.

A quick look to all countries importing yerba mate (090300) during 2016.



1.

About Syria

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UN Comtrade is not publishing information about Syria imports since 2011 but the Argentine Chamber of Yerba Mate keeps up a registry with trade declarations from local producers.

Last records, from 2010, put Syria in the second place as largest yerba mate importer.



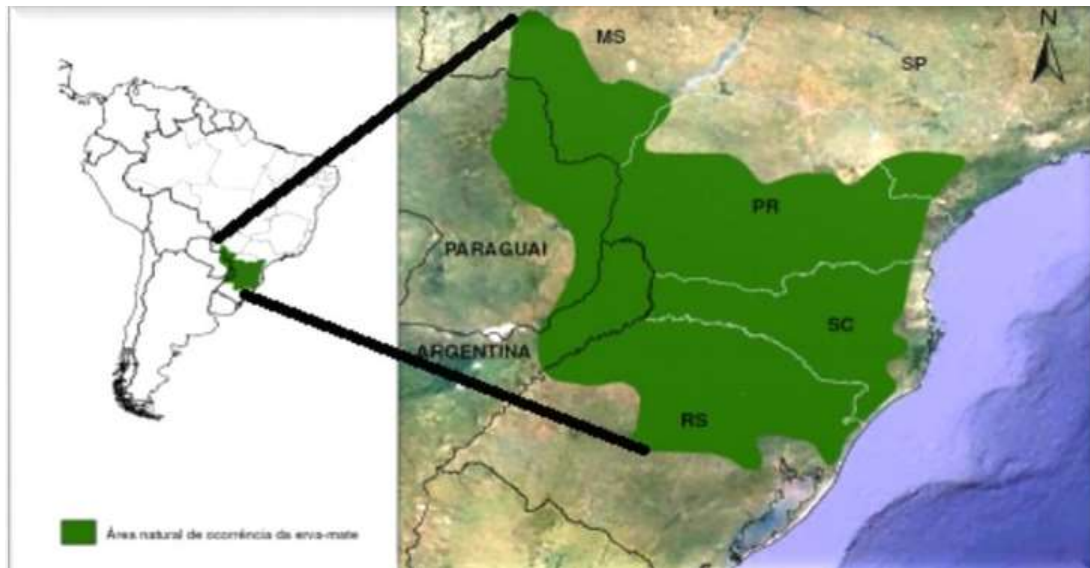
([Live Map](#))

(2)https://docs.google.com/spreadsheets/d/1v5xuLqHiX7_CWrmWn3QwXZy5ot_4_IcmdJ3VG6WOYU0/edit#gid=328906124

Where does Yerba mate grow?

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Yerba mate (*Ilex paraguariensis* sp. *Saint Hillaire*) is native from the *guaraní* rainforest that covers part of Southern Brazil, Northeastern Argentina and Paraguay.



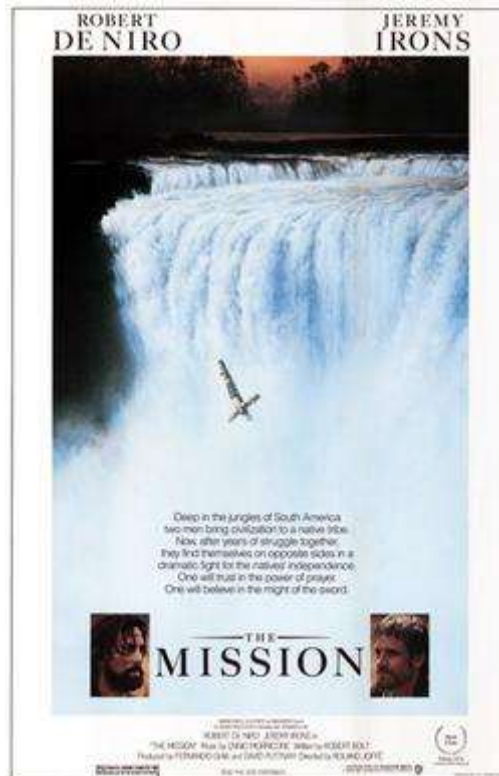
(Estimated area. There are new findings of native yerba in Uruguay)

Native population discovered the properties of this leaf before the Spanish arrived in 16th century.

During the XVII and XVIII centuries, Jesuit missionaries helped them grow yerba mate as an agricultural product instead of having to extract it from the rainforest, saving them from the perils of the expeditions.

Do you remember the movie “The Mission”, Iguazu Falls **and Father Gabriel captivating the Guaraníes playing the oboe?** (3) The *guaraníes* prepared yerba mate as we drink it today with the cup and bombilla.

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Catholicism is closely related to MATE since the arrival of the Spanish to South America.

And, as you'll see below, it's in **soccer** (⚽) culture too!

Nowadays, there are slight differences between the main mate drinking countries.

(3) <https://www.youtube.com/watch?v=IAoT2ktM2H0>

ARGENTINA 🇦🇷

As [FAO reports](#) Argentina is the largest producer of yerba mate. Most of its agricultural production is consumed by its own population. Surplus is exported to other countries like Syria, its biggest buyer.

Famous Argentineans sipping mate

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Pope Francis in Vatican City sipping from a pilgrim's mate

Since it's healthy and energetic, sports men usually drink mate.



Leo Messi, number one soccer player in the world.

The thermo sometimes is customized with personal items like photos. The ring around the mate cup has Messi's sons' names engraved.

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Young Diego Maradona drinking mate.



Che Guevara (Marxist revolutionary, guerrilla leader)

BRAZIL 🇧🇷

Brazilians are the second largest producers of yerba mate. The habit is mostly spread in the southern region of the country so they have a larger production surplus

Mate Emoji Proposal

than Argentina. Brazil is the largest exporter of yerba mate in the world and Uruguay is their biggest client.

Yerba in Brazil is thinner and greener because producers let the crop rest a little more time on storage before selling. Their cup is bigger and it's called "*chimarrão*".



1. Gaucho, the local name for South American cowboys. 2. Former president Dilma Rousseff 3. Neymar famous soccer player
4. Traditional mate art from Brazil "*Chimarrão*"

PARAGUAY 🇵🇷

Due to Paraguayan tropical weather, and the high temperatures it entails, MATE is usually served cold, with a mix of citric fruits and other herbs ("*yuyitos*"). This version

Mate Emoji Proposal

is called “*tereré*”. Their thermos are bigger, sometimes customized for the owner’s soccer team, name, etc.

Paraguay broke a **Guinness record of +3000 people** (4) drinking tereré together.



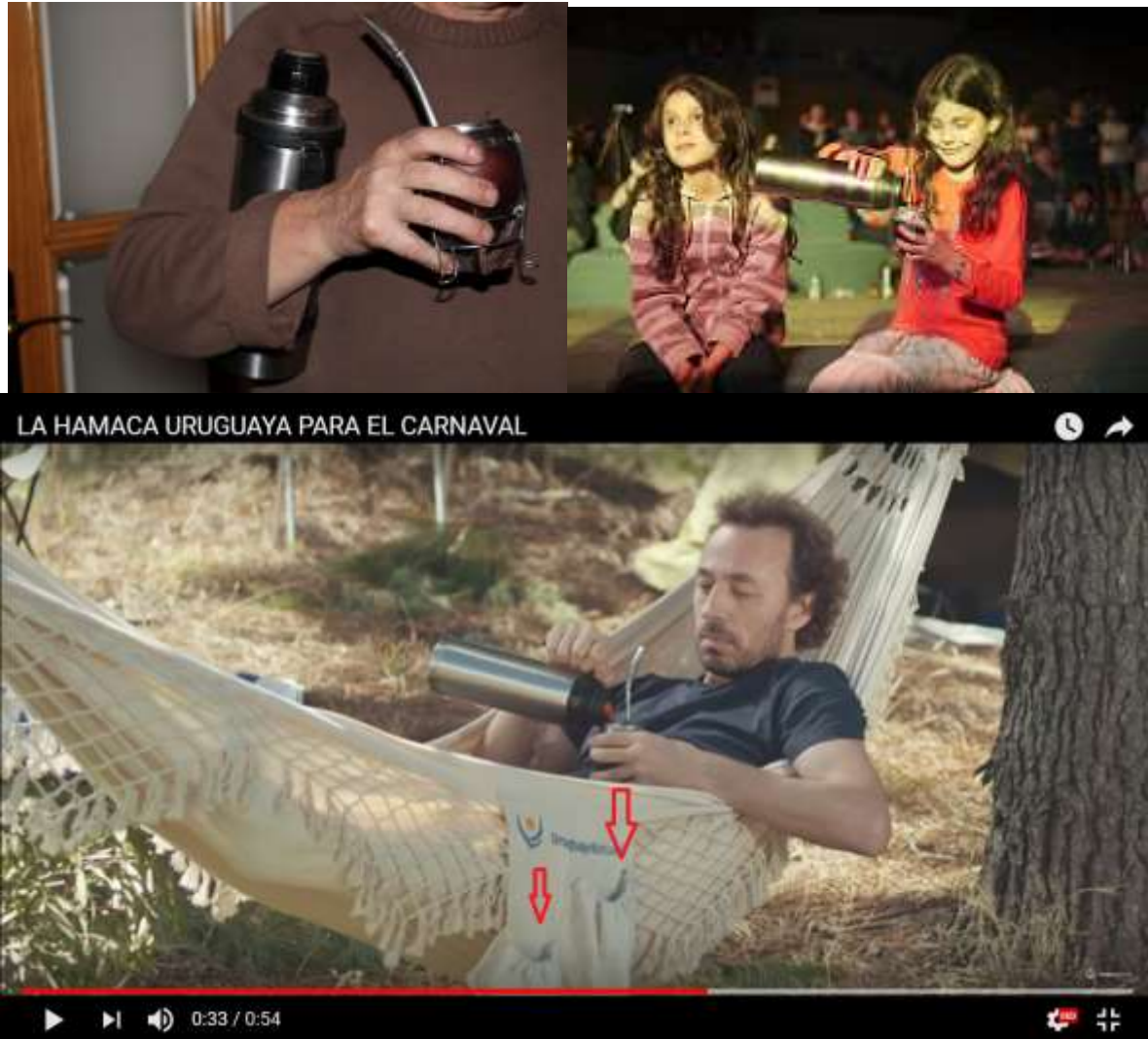
(4) <http://locosxelmate.com/record-guinness-para-el-tereré/>

URUGUAY 🇺🇷

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Uruguayans are the champions of mate drinkers *per capita*. It is also the largest destination of exports of yerba mate.

They carry their thermos with them everywhere they go - while walking, driving, etc. It's a common saying that the thermo is like an extension of their bodies.



Official Uruguay hammock with pockets for thermo and mate ([video](#))

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Famous Uruguayan soccer player Luis Suarez. He plays with Leo Messi in El Barca, soccer club from Barcelona. Take a look at his cup. It has engravings like Messi's.

CHILE 🇨🇱

Chile discovered MATE during colonial times and imports yerba mainly from Argentina, but also from Brazil and Paraguay.

In Santiago, the capital city, the tradition was lost after the Jesuits left America in the XVIII century.

Southern Chile has always kept the tradition.

SYRIA 🇸🇾

Syrians encountered MATE in South America and took it home. They don't share the bombilla but they can drink MATE in groups, each holding their own cup/glass. Furthermore, Syrians tend to have their mate with seasonal fruit, dry fruits and different types of nut-based snacks. Instead of thermos they use kettles. They can share the water from the same kettle.

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The current war is not an obstacle to continue drinking mate.



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Migrant **refugees** continue their acquired **MATE** rituals in their host countries, which are importing yerba for their consumption, therefore opening up new markets for yerba producers.

Other international celebrities drinking mate and mentions in TV shows



44th US President, Barack Obama.



Antoine Griezmann, French soccer player, who was introduced to the mate by his Urugayan teammate “Chory” Castro, became a huge fan and spread the habit to the whole French national team and his family.

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Catholic Pope John Paul II

Moreover, MATE has also been highlighted in popular culture.

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- Disney's [Goofy drinking Mate](#) (3.10)



Pateta o gaucho Dublado

509 k vistas

- Grace and Frankie (TV show)



- Parks and Recreation (TV show)

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- Captain Fantastic (movie)

- Mozart in the Jungle (TV show)

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New formats for drinking yerba mate



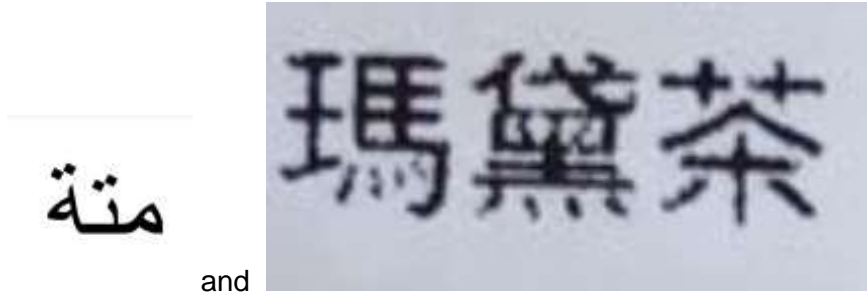
Bottled beverages made of yerba mate are becoming popular in the US West Coast like [Guayaki](#) and [Yachak](#), especially amongst **college students** for its smooth increase in energy. It boosts mental functions of all kinds as it contains a moderate amount of caffeine. In Germany, [Club Mate](#), is extremely popular and was first discovered by **developers within hackathons** for the same properties.

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1. IDENTIFICATION

Names

- CLDR short name: MATE
- CLDR keywords: Yerba mate, tereré, chimarrão, erva mate, porongo, guampa and (verb) matear.



2. IMAGES

Zip File: Please find attached zip file with proposed_mate.png & proposed_matebw.png

Licence: Art of mate submitted is given for Public Domain. Free to use. Even for commercial purposes.

3. SELECTION FACTORS - INCLUSION

Compatibility

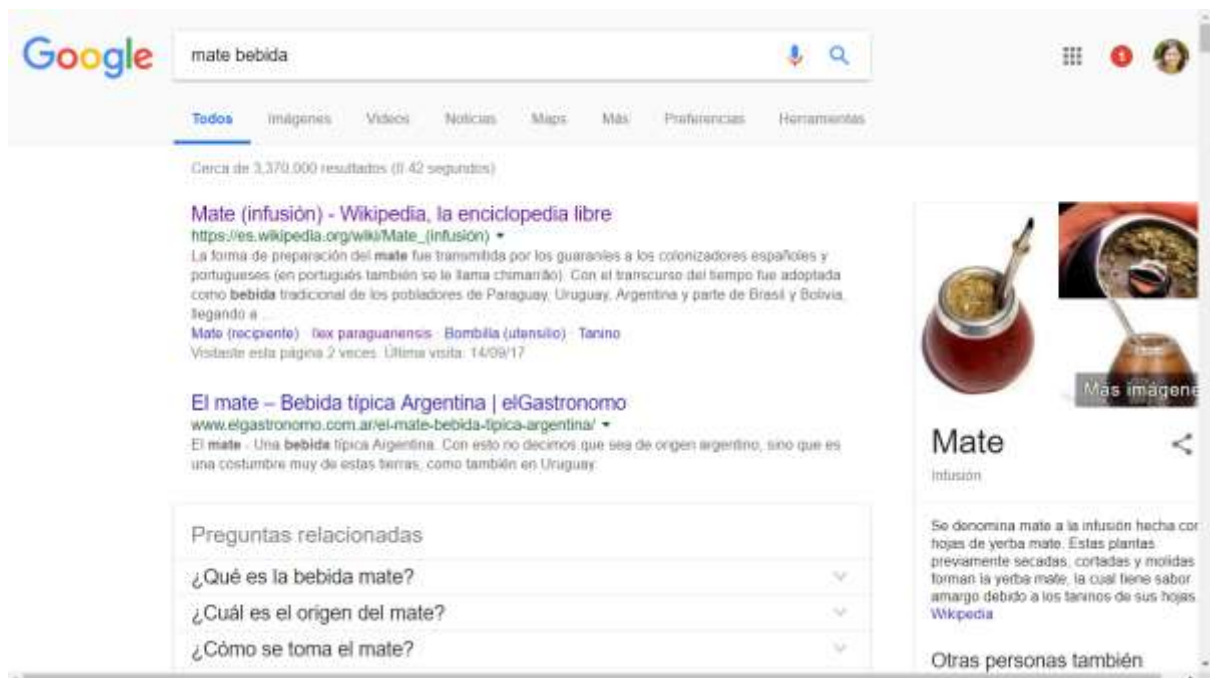
[Telegram stickers](#) of Argentinean goodies including mate:

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Expected usage level

Frequency



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Google search results for "té bebida". The search bar shows "té bebida" with a microphone and search icon. Below the search bar are tabs for Todos, Imágenes, Vídeos, Noticias, Maps, Más, Preferencias, and Herramientas. The results show "Cerca de 16,600,000 resultados (1.04 segundos)".

Té - Wikipedia, la enciclopedia libre
<https://es.wikipedia.org/wiki/Té> •
Ir a Popularización de la **bebida** en Occidente - El primer cargamento de té debió llegar a Amsterdam (Países Bajos) hacia 1610, por iniciativa de la Compañía Neerlandesa de las Indias Orientales. En Francia no aparece la nueva **bebida** hasta 1635 o 1636. En Inglaterra, el té negro llega a través de Países Bajos y ...
Agua: 99.7 g **Grasas:** 0 g
Cafeína: 0 mg
Té verde Té negro Té oolong Té turco

Propiedades del té, origen, beneficios y contraindicaciones - Cocinillas
<https://cocinillas.elpais.com/2017/02/propiedades-del-te/> •
8 feb. 2017 - Como ya hemos adelantado, el **té** en sentido estricto puede hacer referencia tanto a la planta que utilizamos para hacer esta **bebida**, la *Camelia sinensis*, como la **bebida** resultante que con ella se prepara. KitchenCraft La Xpress japanese-style Infuser de hierro fundido tetera, 600 ml (3 tazas), color rojo.

El origen del té: ¿China, India o Inglaterra? - Los Andes
www.losandes.com.ar/articulo/el-origen-del-te-china-india-o-inglaterra •
15 jul. 2016 - El **té** es la **bebida** más popular del mundo después del agua y una de las más saludables. Si alguna vez te preguntaste de dónde proviene el **té** y cómo hemos llegado al punto en donde se sirve en todos los rincones del mundo, te invitamos a tomar una taza de **té** caliente y explorar juntos su

Té
Bebida

El té es una infusión de las hojas y brotes de la planta del té. La popularidad de esta bebida es solamente sobrepasada por el agua. Su sabor es fresco, ligeramente amargo y astringente, este gusto es agradable para mucha gente. [Wikipedia](#)

Información nutricional
Té •
Cantidad por 100 gramos

Search results for "té infusión". The search bar shows "té infusión" with a magnifying glass icon. Below the search bar are tabs for Todos, Imágenes, Vídeos, Maps, Noticias, Tienda, and Más elementos guardados. The results show "4,310,694 Resultados En cualquier momento".

Infusiones naturales y tés - ¡TODOs sus Beneficios y ...
<https://infusion.net> •
¿Te gustaría tener claro la diferencia entre una infusión y un té? La verdad es que es una cuestión bastante recurrente entre todos los aficionados a este tipo de bebidas naturales. La verdad es que es una cuestión bastante recurrente entre todos los aficionados a este tipo de bebidas naturales.

Cuál es la diferencia entre té e infusión - unComo
[comida uncomo.com](https://www.uncomo.com/como-...) • ... • **Café y té - Infusión de té** •
Cuál es la diferencia entre té e infusión. En muchas ocasiones solemos hablar del té o de la infusión como una misma cosa, pero la realidad es que ambas bebidas cuentan con diferencias importantes tanto en sus ingredientes como en sus propiedades.

Infusión - Wikipedia, la enciclopedia libre
<https://es.wikipedia.org/wiki/Infusi%C3%B3n> •
Pero, en el caso de que el compartimento fuera la luz del tubo digestivo y esa infusión fuera introducida por la boca, tal infusión se debe denominar infusión oral, por ejemplo, una infusión de té.
Historia • Aceptación en física • Aceptación en medicina • Véase también

Diferencias entre Té e Infusión - DiferenciasEntre
<https://diferenciasentre.org/te-e-infusion> •
En este artículo hablaremos acerca de las diferencias entre té e infusión, y ver que ambas bebidas son muy buenas para nuestra salud, ya que poseen:

Infusión de té verde y cola de caballo - ¡Descubre sus ...
<https://infusion.net/infusio...> •
¿Quieres preparar una infusión de té verde y cola de caballo de manera rápida y fácil? Te damos la mejor receta, sus propiedades y beneficios.

Té e infusiones: para qué sirve cada uno - Mejor con Salud
<https://mejorconsalud.com/te-e-infusiones-para-que-sirva-cada-uno> •
En el siguiente artículo encontrarás una completa guía con la mayoría de los té e infusiones para que

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mate infusión

Todos Imágenes Vídeos Mapas Noticias Tienda | Mis elementos guardados

1,583,694 Resultados En cualquier momento

Yerba mate tea is a South American beverage made by steeping the ground leaves and stems of the yerba mate plant. Yerba mate is a central nervous system stimulant containing caffeine, but it also contains a number of other nutrients, including antioxidants, amino acids, polyphenols, vitamins and minerals:

Six Health Benefits of Yerba Mate Tea / Nutrition ...
www.fitness.com/fitness-articles/nutrition/healthy-eating/6-health-benefits-of-yerba-mate-tea.html

Ver esta respuesta ¿Esta respuesta te ha resultado útil?

Los increíbles beneficios de la yerba mate en la salud
<https://mejorconsalud.com/los-inecables-beneficios-de-la-yerba-mate/>

Vamos a descubrir los grandes beneficios de la yerba mate. Tomar la infusión esta planta ha formado parte de la tradición gastronómica de sociedades del Cono Sur desde tiempos antiguos.

Mate (drink) - Wikipedia
[https://es.wikipedia.org/wiki/Mate_\(beverage\)](https://es.wikipedia.org/wiki/Mate_(beverage)) • Traducir esta página

It is prepared by steeping dried leaves of yerba mate (the Paraguayan word, known in Portuguese as erva-mate) in hot water and is served with a metal straw from a shared hollow calabash-gourd. The straw is called a bombilla in Spanish; a bumbia in Portuguese; and a bumbia or, more generally, a matusa (straw) in Arabic.

Introduced: 19th century AD Country of origin: Paraguay, Uruguay, Argentina, ...

MEDECINA NATURAL: Mate (infusión)
naturalmeyecina.blogspot.com/2012/03/mate-infusion.html •

Se denomina mate a la infusión preparada con hojas de yerba mate (las paraguayensis), planta originaria de las cuencas de los ríos Paraná, Paraguay, el curso superior del Uruguay y el sur de Brasil. Estas plantas previamente secadas, cortadas y molidas forman la yerba mate, la cual tiene sabor amargo.

YouTube

mate bebida

Unos 13.700 resultados

FILTRAR

Cómo preparar mate - Bebida típica tradicional
utilidadTV • 31 mil visualizaciones • Hace 5 años

Te enseñamos cómo preparar **mate**, una **bebida** típica e ideal a cualquier hora. Necesitas agua, una tetera y hojas de **mate** para

EL MATE NO ES DROGA (DESPEJANDO DUDAS A EXTRANJEROS)
Julian 545 • 6 mil visualizaciones • Hace 2 años

Hace un tiempo me visitaron unos amigos de Colombia y al verme beber **MATE** creyeron que me estaba drogando. ¡Superado!

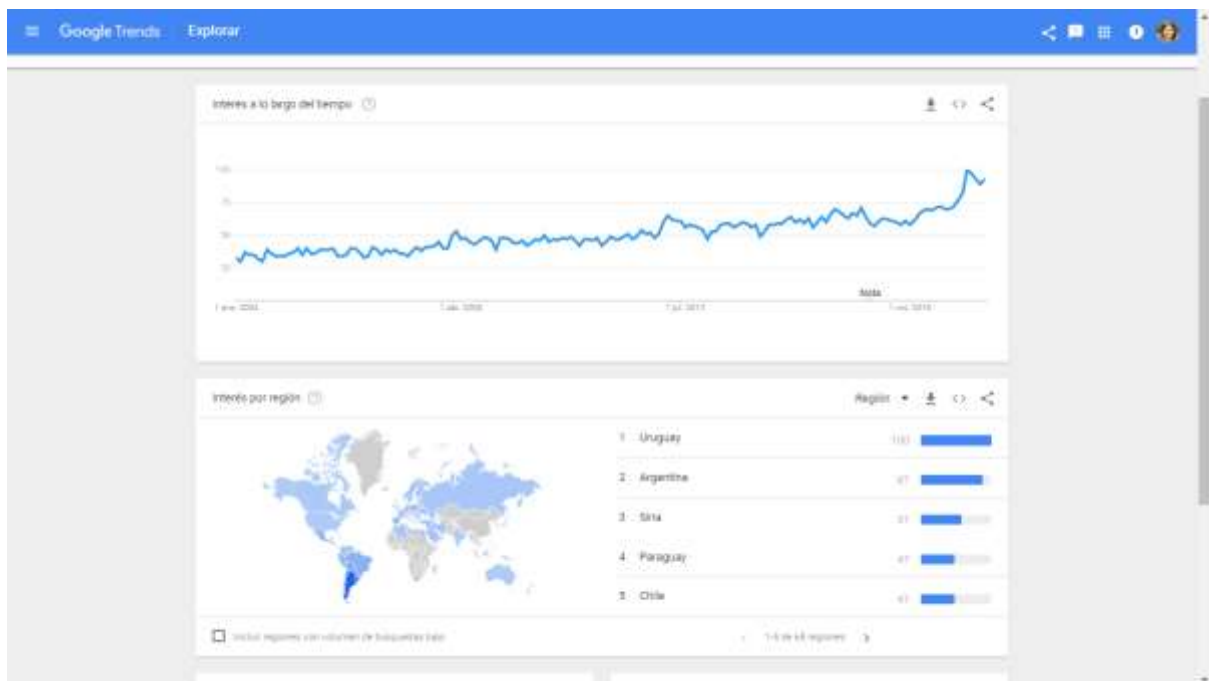
¿Que es el mate para los argentinos?
gimnolli • 49 mil visualizaciones • Hace 5 años

Mate, esa costumbre tan típica que vive a todos, en todas las situaciones, nunca se vive un día en Argentina y Uruguay sin tomar

¿Qué es tomar mate en Argentina?
Lulu T • 18 mil visualizaciones • Hace 3 años

Hola, soy Lulu y les comparto este video que me ayudó desde les muestro que es "tomar **mate**", una costumbre típica de mi país.

Mate Emoji Proposal

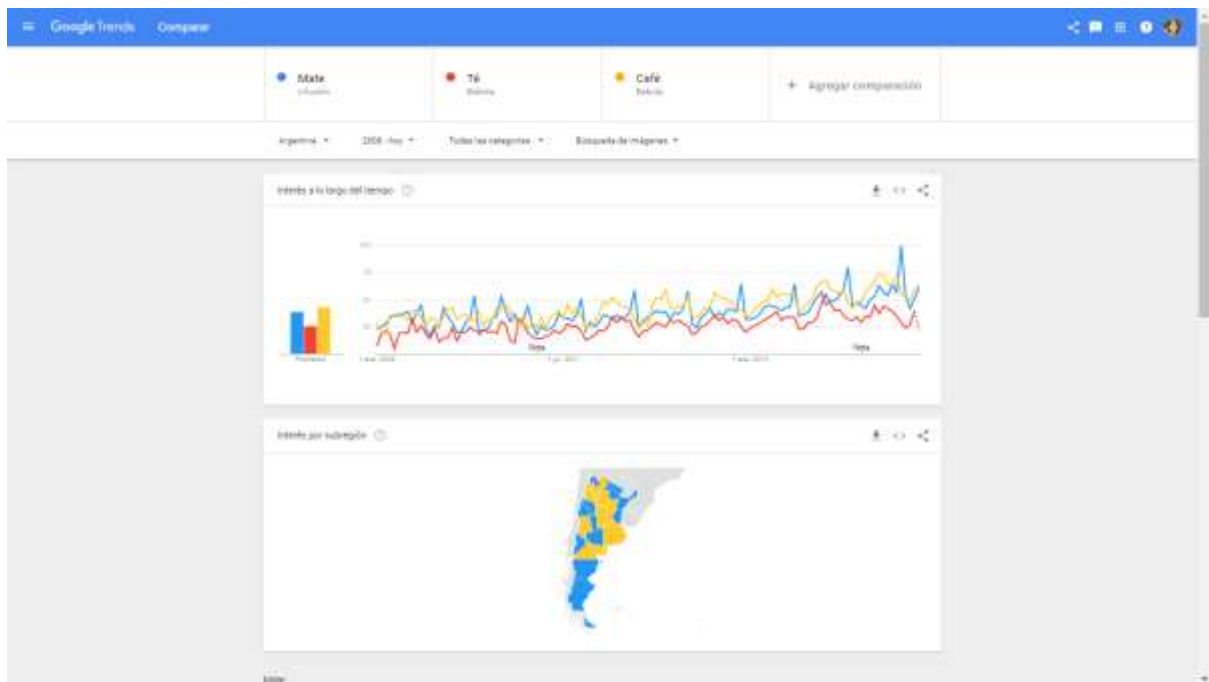
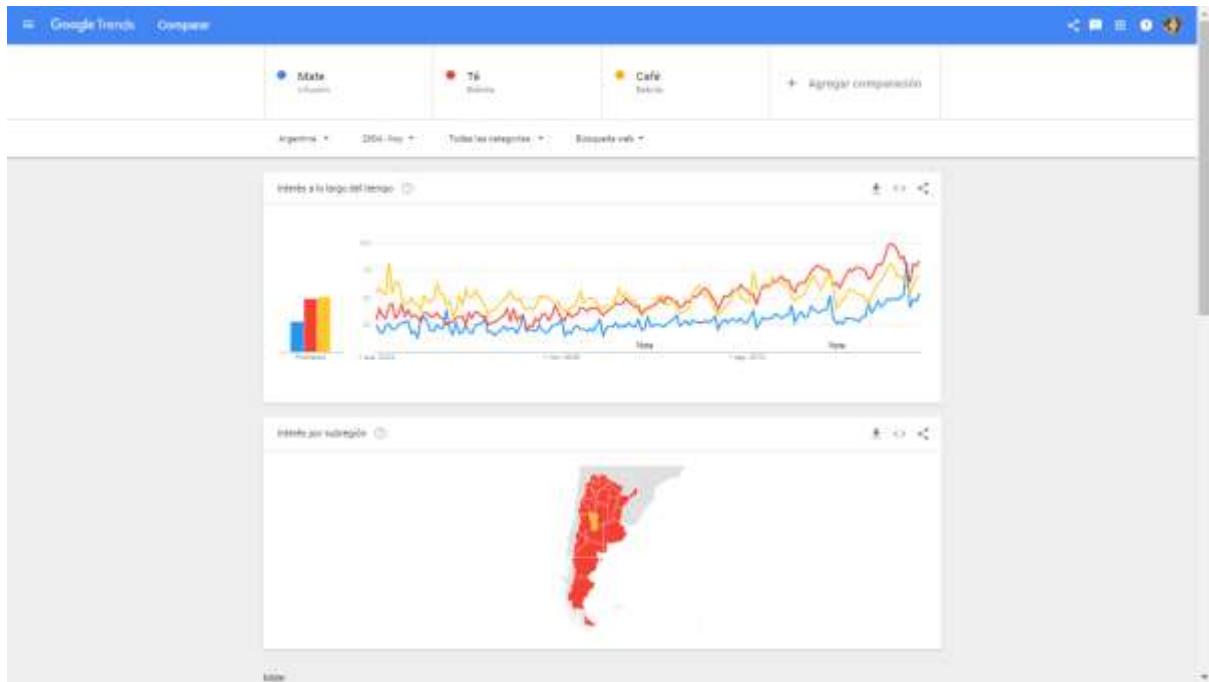


Up: Mate beverage search interest through time since 2004 and mapped around the world. Notice Syria is the third country after Uruguay and Argentina. This relates to last records of UN Comtrade 2010.

Below: Mate, Tea and Coffee Google Trends Search by web search and images for Argentina, Uruguay and Paraguay.

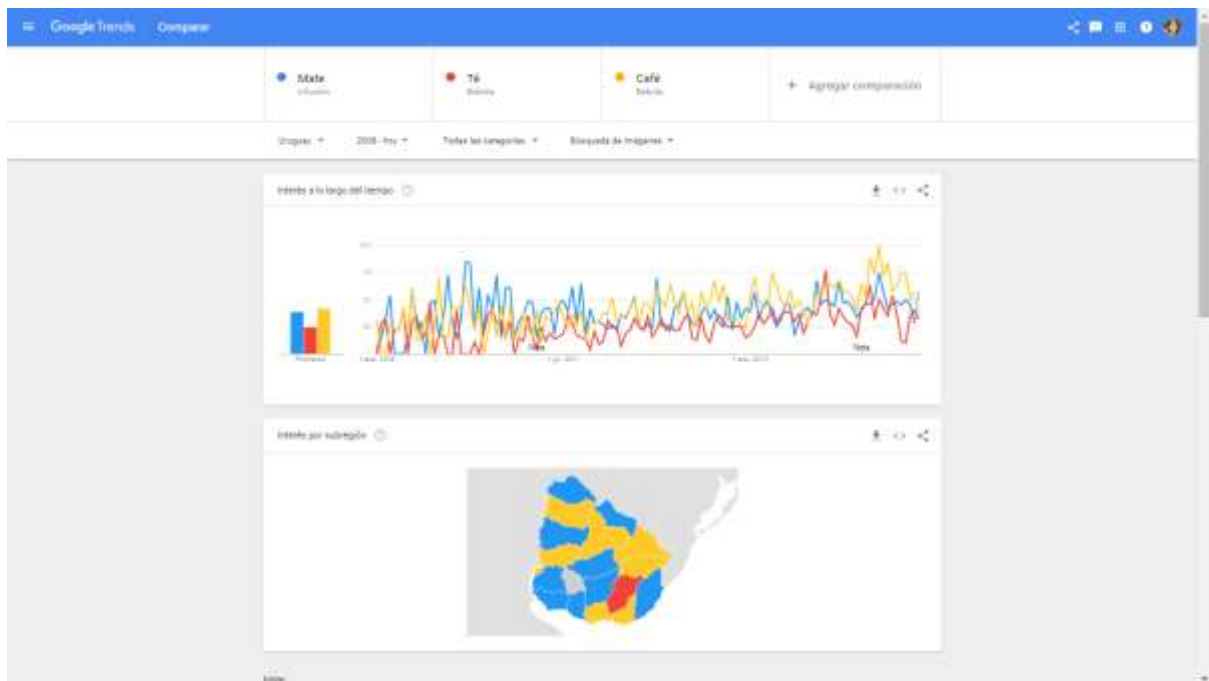
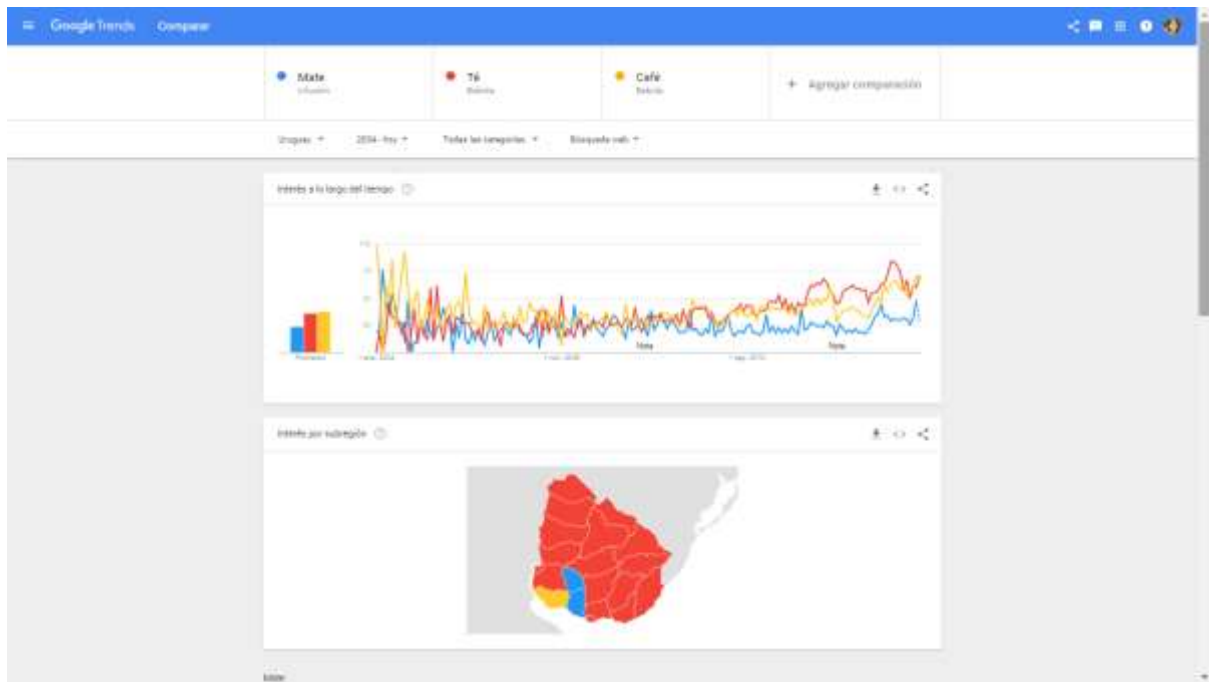
Argentina

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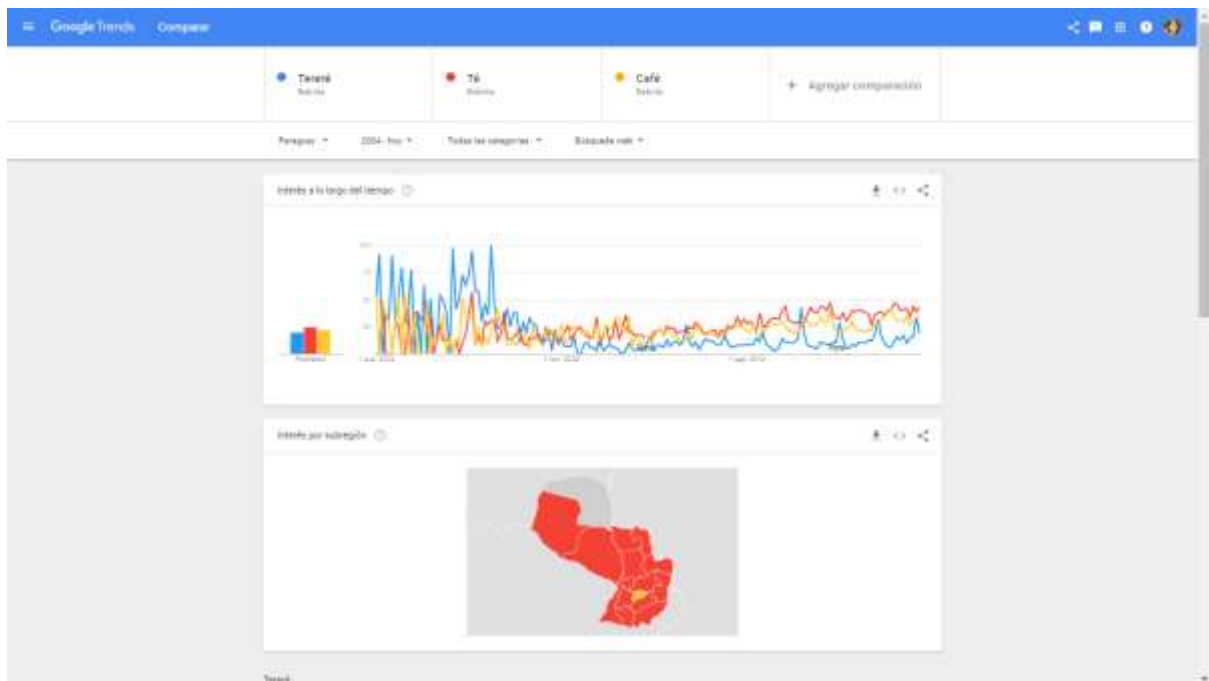
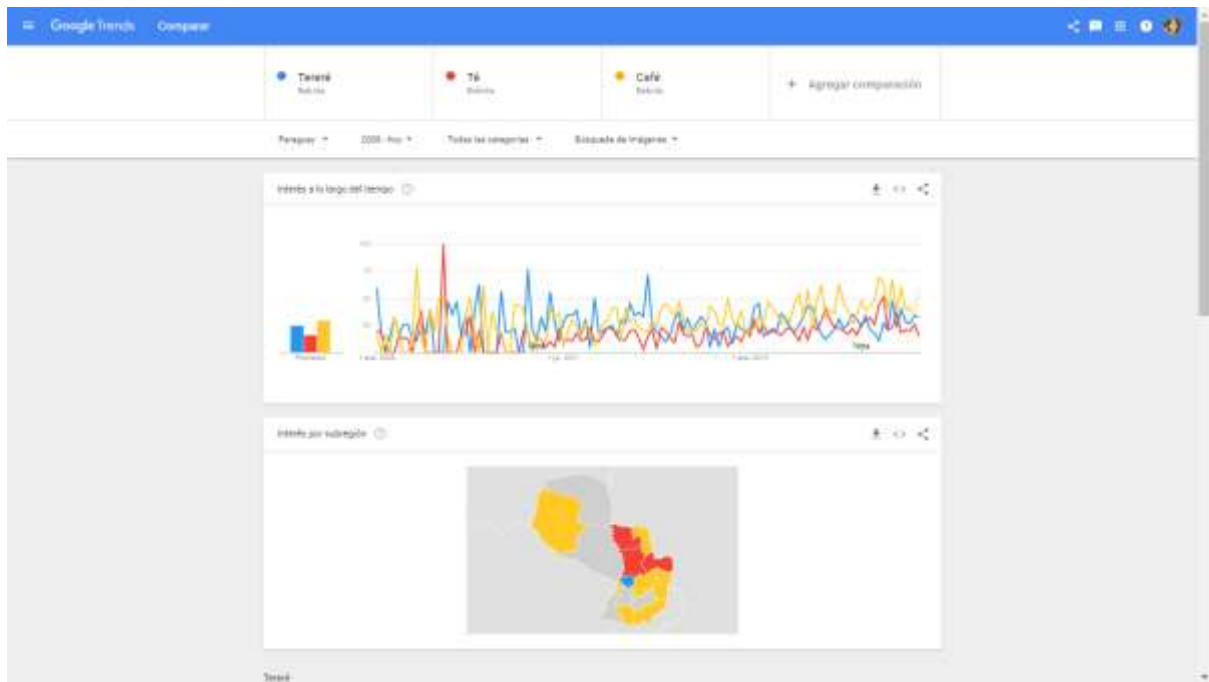
Uruguay

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Paraguay

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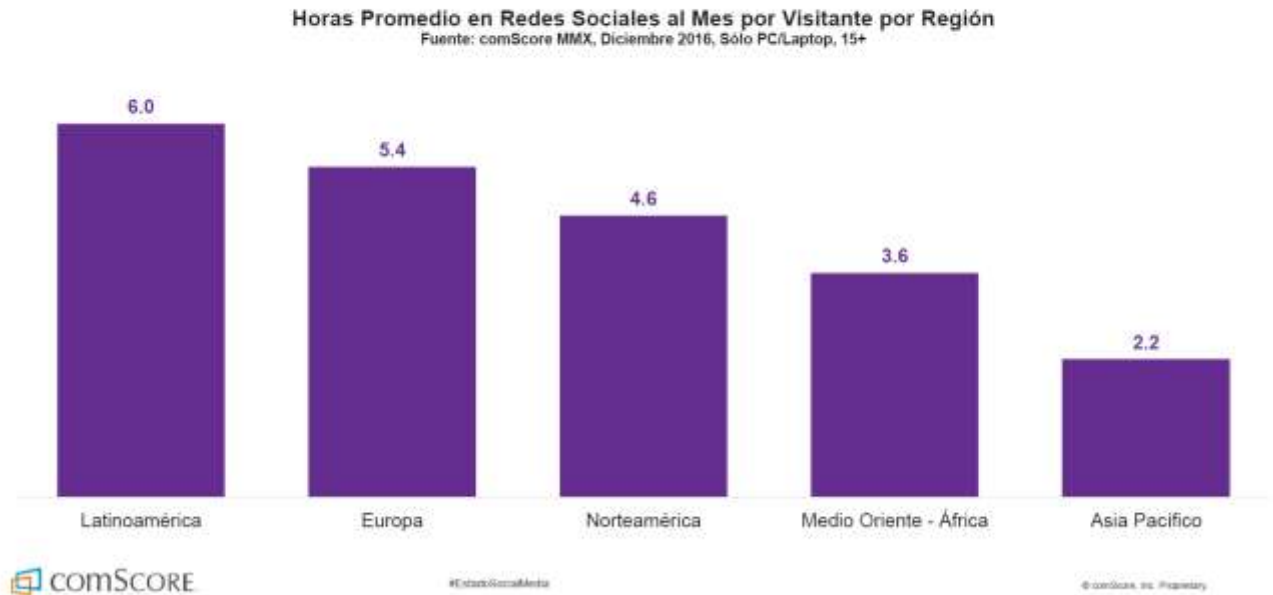
Social Media Champs!

Latin Americans are used to spend a lot of time on their phone, especially on social media and particularly on WhatsApp, which is used a lot more than it is in the US because text messages are expensive in Latin America. This is the number one region in the world when it comes to social media use, and Brazil and Argentina lead in engagement. There have been 310% more minutes spent on mobile in Argentina

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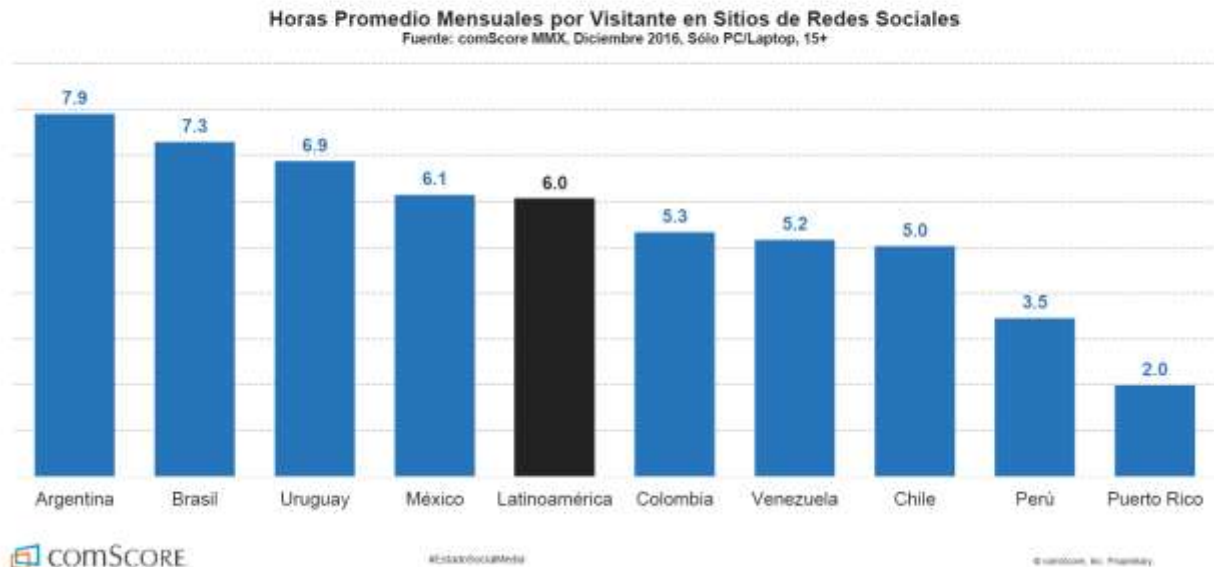
in 2017 compared to 2016, and 371% in Brazil, and these numbers are expected to improve further in 2018. It is safe to assume the mate emoji will be used a ton.

Latinoamérica es la región con mayor involucramiento con Redes Sociales a nivel global.

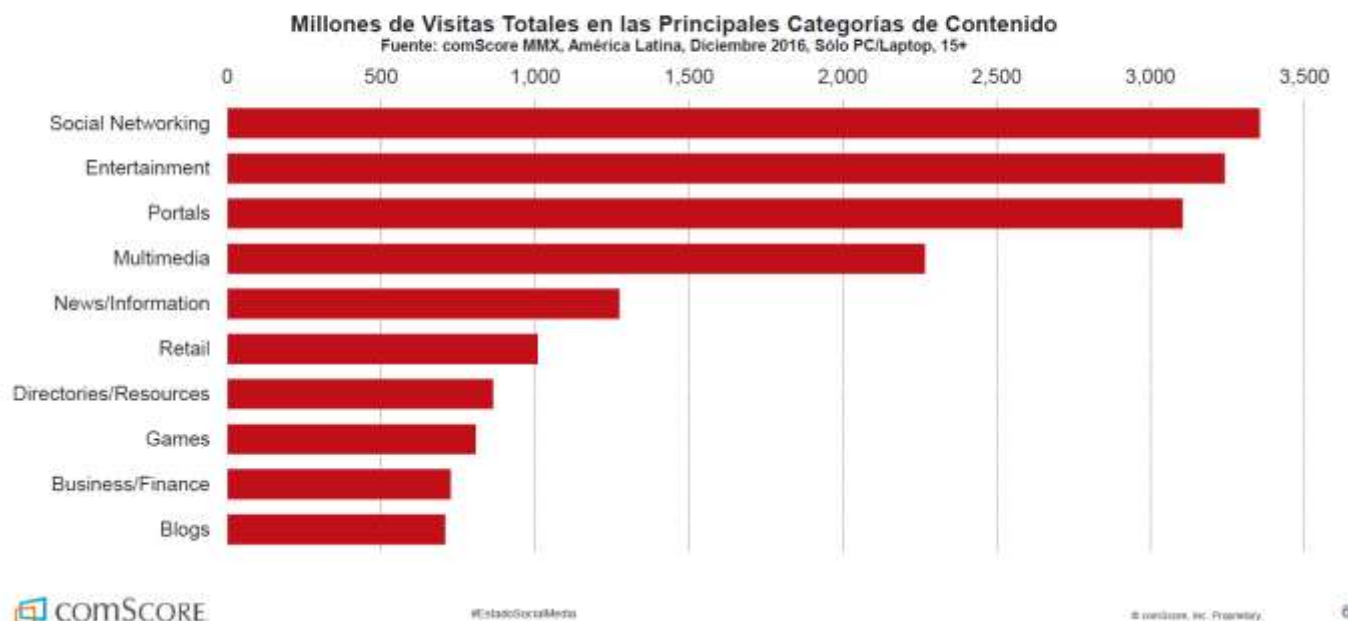


Mate Emoji Proposal

Argentina y Brasil lideran en engagement.



Social Networking es la categoría de contenido con mayor número de visitas de latinoamericanos.



Mate Emoji Proposal

Mobile boosts digital minutes

Source: comScore MMX Multi-Platform, June 2017



Multiple usages

Mate is often a synonym of hanging out with friends, chilling out, going to a park with the intention of drinking the beverage, or even sharing among co-workers while at work. (*"Please! Bring the mate to meeting room N° 3.6"*)

Depending on the hour of the day mate is consumed, it could be a morning energizer or an overnight booster for working or studying late.

Besides of the literal sense of drinking the beverage, MATE is also used as a synonym of HEAD. Argentina, Uruguay and Paraguay jargon include MATE as HEAD.

So there are some popular phrases that use MATE as HEAD.

"Está del Mate" is translated like *"That person is crazy"*

"Tiene todo en el mate" meaning he has everything in his HEAD, *He is a Genius!*

There are other sayings using the word without its association to head.

A vulgar one is "Toma MATE" meaning "S**** it" or "Eat It".

Or it can be used in an opposite meaning, "Tomá MATE" = *"Relax!"*

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It can also mean distraction. For example, if a soccer goalkeeper fails to catch an easy goal, a popular saying would be: *“He was drinking MATE”*

Mate as MATHS =Matemática. Kids saying .. “Tenemos prueba de MATE” , “We have a Math test”.

And last but not least, there is a super popular saying in Argentina that when a couple runs out of yerba MATE, they should have SEX.

- *¿Tomamos Mate?*
- *Yerba no hay ...*
- *Entonces c (<< Extremely vulgar)*

Use in sequences

Mate emoji would be ideally combined in different scenarios.

Mate + ☐ / 🛒 (we ran out of yerba!)

Mate + ☐ / ☐ / 🥐 (breakfast)

Mate + ☐ (mate time)

Mate + ☐ (music gathering)

Mate + ☐ / ☐ / 🧠 (study/work)

Mate + ☐ (Netflix)

Mate + 🏕️ (weekend out)

Mate + ☐ (need to go to the W.C)

Breaking new ground

Ground-breaking emoji!

Mate goes beyond any drink, as it is full of cultural meaning (besides its numerous health benefits). Mate is having a deep talk with a friend. Mate is talking about the future with parents. Mate is people from different backgrounds sitting down to share. Mate unites, even during times of great segregation. Mate is a bridge. A bridge between ages, and socio-economic classes, and beliefs, and stories. No beverage means as much. Mate is too significant, too important not to be represented by an emoji. It is time it gets its chance for the joy of its Latin American and worldwide fans.

Mate Emoji Proposal

Image distinctiveness

The mate is a combination of the gourd (the cup) and the straw. The gourd is often round, originally made of a vegetable native to northern Argentina and Paraguay, but now often made out of different kinds of wood, silver, or plastic. The original vegetable gourd takes on the flavor of the herbs; therefore, the container is unique to this infusion, and would never be used for any other drink. The straw, known as 'bombilla', is made out of stainless steel silver, and features a curved ending (represented in the emoji), unlike a straight plastic straw. Additionally, it has a distinctive detail in the middle of it, called 'bomba' (pump). At the bottom, it has a strainer used to help the water flow while keeping the herbs from passing through. The straw and the gourd are reusable and both last for years.



Completeness

The Mate set is one of the most culturally distinctive beverage vessels in the world. Similar to the already existing emojis of the wine glass or beer mug, the mate gourd and 'bombilla' have a distinctive look that is as recognized throughout South America and the Middle East, as well as other places. The image of it is so distinctive that it is not necessary to include different colored emojis.

Frequently requested

The emoji mate has been requested in social media many times before. It was chosen as the Most Wanted Emoji by the World Emoji Awards 2017 hosted by

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Emojipedia, one of the most popular emoji search engines. There have been several change.org petitions as well (all linked below).



<https://twitter.com/EmojiAwards/status/887366505930907648>

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Twitter:

People have been [asking for a mate emoji](#) in Twitter via the hashtags [#EmojiMate](#), [#UnEmojiParaElMate](#), and [#EmojiDelMate](#), as well as the pages [@FansdelMate](#), [@EmojiDelMate](#).



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Change.org petitions:

<https://www.change.org/p/unicode-un-emoji-para-el-mate> (+ 22.000 petitioners!!!)

<https://www.change.org/p/unicode-unicode-consortium-mate-chimarr%C3%A3o-emoji>

<https://www.change.org/p/whatsapp-inc-que-whatsapp-incorpore-un-ic%C3%B3n-de-un-mate>

<https://www.change.org/p/consorcio-unicode-queremos-que-acepten-emojis-argentos>

Articles in Spanish talking about the request:

<https://radiomitre.cienradios.com/los-argentinos-piden-un-emoji-para-el-mate/>

<http://www.elterritorio.com.ar/m/mnota.aspx?c=7602165461640577>

<https://www.telesur.tv/news/Piden-que-simbolos-de-la-argentinidad-se-conviertan-en-emojis-20161213-0018.html>

<http://www.metro951.com/2016/12/se-viene-el-emoji-del-mate/>

<https://www.minutouno.com/notas/1526036-juntan-miles-firmas-exigir-la-creacion-un-emoji-del-mate>

<http://www.argnoticias.com/tecnologia/Nuevos-emoji-El-mate-para-cuando-20170329-0008.html>

<http://diaadia.viapais.com.ar/argentina/un-emoji-para-el-mate-casi-con-15-mil-firmas>

4. SELECTION FACTORS — EXCLUSION.

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Overly specific. The mate emoji would not be overly specific, an in fact veers toward general, as it can be used to represent not only Latin American mate sets, but also arab and asian yerba mate drinkers. The design would imply “mate” as indicative of mixing the herb and water (hot or cold) and the sipping device.

It is at the very least no more specific than ethnic food or beverage (aka sake) already represented in the emoji lexicon, including Mexican, Italian and Japanese foods.

We have shown the proposed design to Brazilians, Paraguayans, Germans, Syrians and Uruguayans.

They all understood the essence of MATE in our proposal and said they would definitely use it beside the slight differences between regional cups.



Open-ended. The mate set is unique in that it is a native Latin American beverage set, that has been adopted by other cultures with slight design and size differences.

This cup shape is special in the world. There are no other cups that have achieved this significance or the same popularity.

The mate emoji would not be adding to a group of many mate set emojis.

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Already representable. A mate emoji cannot be represented by existing emojis or combination of emojis. It absolutely cannot be expressed with the cup and straw, which is a distinctive two-piece drink item but the mate cup is used only to drink yerba mate, usually made from materials that keep the taste of the beverage on the cup, which is reusable and tends to last for years. The same applies to the mate bombilla, usually made from stainless steel; it's reusable and long-lasting, with a particular design.

Some people engrave their initials in the cup and bombilla.

It's important to point out that yerba doesn't look like liquid in the recipient, though water is poured inside and sipped through the bombilla pump that has a strainer to avoid yerba to pass through to the drinkers mouth.

Logos, brands, UI icons, signage, specific people, deities. The image we are submitting does not have any significance that would make it unsuitable for encoding as a character. There are no copyright, religious, or issues that reference anyone historic or living.

Transient



Pau Navajas / "Caá Porá. El Espíritu de la Yerba Mate" Book

Mate tradition with cup and bombilla is Pre-Columbian. When spanish colonizers arrived to Argentina and Paraguay, *guaraní* natives already used a cup and bombilla made from nature elements. Nowadays in most mate-drinking countries, the cup and bombilla are still in use.

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En la Histoire Physique, économique et politique du Paraguay et des établissements des jésuites de Alfred Demersay se incluye un grabado con el proceso de recolección de la yerba mate en el litoral del Paraná, las características de la planta, el machete usado para su recolección y el mate y la bombilla.

Expats and emigrants from Argentina, Uruguay, Brazil and Paraguay take their habit to their new home. There is lots of nostalgia and bonding around the ritual of drinking mate.

MATE tradition goes from parents to sons and daughters, it's timeless.

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And with the Syrian diaspora due to current war, new world destinations are likely to start importing yerba for their new inhabitants.

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Faulty comparison. There is no similar emoji.

Exact Images. N/A. Mate emoji is subject to variation in order to have consistent graphic designs for a full set, in different vendors platforms.

5. SORT LOCATION.

Category: Food & Drink / Drink

We propose to locate the mate emoji after cup with straw. It's not an alcoholic beverage and implies a two-set piece.

6. OTHER INFORMATION

As a design consideration for multiple platforms, unlike other beverages, mate emoji should show the presence of chopped yerba leaves, it's not just plain liquid as seen in milk, wine, beer, water emojis.

Bibliography about Yerba Mate via @referendig:

https://docs.google.com/spreadsheets/d/1VynWaSsSOM-65kyjHjRUKnSgHG8Gse8bbs7nz_l6fo/edit?usp=sharing

BIOS

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- **Daniela Guini:** (@tierradegauchos) With studies of graphic design, programming, marketing, business and political marketing. tierradegauchos.com CEO, farm producer and winner of some awards like CADUCEO (award to communicators and Buenos Aires media), entrepreneur “Se hace camino al andar” (3 years in a row), Media party Argentina and Hack Hackers BA enthusiastic. Advocate of mate, culture and traditions on the internet since 1999.
- **Martín Zalucki:** (@martinzalucki) Designer at @unoar
- **Emiliano Panelli Terranova:** (@epanelli) entrepreneur and marketing / Partner UX & Design at WeloTv [#HHMZA](#) / [#HHBA](#)
- **Santiago Nasra:** (@santinasra) Santiago Nasra is a young journalist, content creator and Internet enthusiast. He recently earned his master's degree and is now looking for new adventures - like becoming a mate devotee like his grandfather, who came to Argentina from Syria in the early 1990s. He taught him all about syrian dishes like falafel and tabbouleh, and to drink mate with a kettle -- the original way.

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