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
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/
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
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.

(2)https://docs.google.com/spreadsheets/d/1v5xuLqHiX7_CWrmWn3QwXZy5ot_4_1cmdJ3VG6WOYU0/edit#gid=328906124

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

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? The *guaraníes* prepared yerba mate as we drink it today with the cup and bombilla.
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
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.
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
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 Roussef 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.

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)*
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.
The current war is not an obstacle to continue drinking mate.
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.
Moreover, MATE has also been highlighted in popular culture.
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- Disney’s [Goofy drinking Mate](3.10)

![Goofy Drinking Mate](image1)

- [Pateta o gaucho Dublado](509 k vistas)

- [Grace and Frankie (TV show)]

![Grace and Frankie](image2)

- [Parks and Recreation (TV show)]
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- Captain Fantastic (movie)

- Mozart in the Jungle (TV show)
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.
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**

Google search results for "mate bebida" (20 results, 14.03.17)

- Mate (infusión) - Wikipedia, la enciclopedia libre
  https://es.wikipedia.org/wiki/Mate_(infusión)
  La forma de preparación del mate fue transmitida por los guaraníes a los colonizadores españoles y portugueses (en portugués también se le llama chimarrão). Con el transcurso del tiempo fue adoptada como bebida tradicional de los pobladores de Paraguay, Uruguay, Argentina y parte de Brasil y Bolivia, llegando a Mate (recipient) - busq paraguayos - Bambú (julio 2017) - Taamo

- El mate - Bebida típica Argentina | elGastronómo
  www.egastronome.com.ar/el-mate-bebida-tipica-argentina
  El mate - Una bebida típica Argentina. Con esto no decimos que sea de origen argentino, sino que es una costumbre muy de estos pueblos, como también en Uruguay.

  Preguntas relacionadas
  - ¿Qué es la bebida mate?
  - ¿Dónde es el origen del mate?
  - ¿Cómo se toma el mate?
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Té - Wikipedia, la enciclopedia libre
https://es.wikipedia.org/wiki/T%C3%A9

El té es la bebida más consumida del mundo. Fue introducido en Japón por los monjes budistas que llegaron de China en el siglo X. En el siglo XIX, el té comenzó a ser popular en Europa. El té se consume en todo el mundo y se considera una bebida versátil que puede ser consumida tanto fría como caliente.

Propiedades del té. Origen, beneficios y contraindicaciones - Cocinillas
https://cocinillas.eeepans.com/2017/2/propiedades-del-te-

El té es una infusión de hojas y brotes de la planta del té. La popularidad de esta bebida es debido a sus beneficios para la salud. El té se consume en todo el mundo y es una bebida versátil que puede ser consumida tanto fría como caliente.

Infusiones naturales y té: ¡Todos sus beneficios y...
https://www.te-infusiones.net/

En esta web encontrarás toda la información sobre infusiones naturales y té. Aquí puedes encontrar todas las infusiones y el té que te guste. También puedes encontrar infusión natural en el te.

Infusión - Wikipedia, la enciclopedia libre
https://es.wikipedia.org/wiki/Infusión

En esta enciclopedia encontrarás toda la información sobre infusiones y té. Aquí puedes encontrar todas las infusiones y el té que te guste. También puedes encontrar infusión natural en el te.

Diferencias entre té e infusión: Diferencias Entre https://infusionesnatural.es/infusiones/te/

En este artículo hablarás de las diferencias entre té e infusión, y que ambas bebidas son muy buenas para nuestro salud, y que presentan.

Infusiones de té verde y café de cacao: ¿Descubre sus ... https://infusionesnatural.es/infusiones/te-y-cafe/

Aquí se presentan las infusiones de té verde y café de cacao, dos bebidas que tienen propiedades y beneficios. Te damos la mejor acertada, sus propiedades y beneficios.

Té e infusiones: ¿Para qué sirve cada uno - Mejor con Salud
https://infusionesnatural.es/infusiones/te-e-infusiones/

En este artículo encontrarás una completa guía con la mayoría de los té e infusiones para qué
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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.flax.com/recipes/nutrition/healthy-oats-yerba-mate-tea.html

Las increíbles beneficios de la yerba mate en la salud
https://es.wikipedia.org/wiki/Yerba_mate

El mate de Colombia es famoso por su agrado. Es uno de los bebidas más conocidas en América Latina.

Mate (drink) - Wikipedia
https://es.wikipedia.org/wiki/Mate

El mate es una bebida tradicional de los pueblos indígenas de América del Sur. Se consume en la mayoría de los países del sur de América del Sur.

Mate (drink) - Wikipedia
https://es.wikipedia.org/wiki/Mate

MEDELLÍN NATURAL: Mate (infusion)

Cócteles de los Mossos con 47:00 de mate infusión text

El mate en Colombia es una bebida tradicional con sabores y aromas diferentes a los de otras razas. Se consume en la mayoría de los países del sur de América del Sur.

Cómo preparar mate - Bebida típica tradicional

El mate es una bebida tradicional de los pueblos indígenas de América del Sur. Se consume en la mayoría de los países del sur de América del Sur.

¿Es el mate para los argentinos?

¿Qué es tomar mate en Argentina?

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Cómo preparar mate - Bebida típica tradicional

El mate es una bebida tradicional de los pueblos indígenas de América del Sur. Se consume en la mayoría de los países del sur de América del Sur.
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
Uruguay
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Paraguay
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.
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.**

![Bar chart showing average hours spent on social media by region](chart.png)
Argentina y Brasil lideran en engagement.

Social Networking es la categoría de contenido con mayor número de visitas de latinoamericanos.
**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 it chance for the joy of its Latin American and worldwide fans.
**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.

![Mate set](image)

**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).

👋 Congratulations to mate / yerva mate / chimarrão; winner of 🏆 Most Wanted Emoji. Announced live at @NYSE for #WorldEmojiDay 2017 🇧🇷 🇵🇷 🇧🇷

https://twitter.com/EmojiAwards/status/887366505930907648
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%A9o-emoji
https://www.change.org/p/whatsapp-inc-que-whatsapp-incorpore-un-icono-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/
https://www.telesurtv.net/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/

4. SELECTION FACTORS — EXCLUSION.
**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.
**Mate Emoji Proposal**

*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, Ul 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.
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.
And with the Syrian diaspora due to current war, new world destinations are likely to start importing yerba for their new inhabitants.
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-65kyiHjRUKnSgHG8Gse8bbs7nz_ll6fo/edit?usp=sharing

BIOS
Mate Emoji Proposal

- **Florencia Coelho:** (@fcoel) Lawyer and Journalist. New Media Research Manager at LA NACION (Argentina). JSK Knight Latin American Fellow @Stanford 2018-2019. Hacks/Hackers Buenos Aires Member since 2011. Online News Association International Committee Member.

- **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) entrepeneur 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.

**International Collaborators:** Teodolina Jimenez (Paraguay), Alejandro Raffo @jejoraffo (Uruguay), Lucila Runnacles @viagemcult and Clarissa Machado (Brazil), Alaa Saleh @alasal_sy and Mozar Alajori (Syrian expats in Argentina), Benjamín Larrain (Chile), Laura Hennigfeld and Verena Boehme (Germany), Gia Castello @giacastello (Ecuador), Nuno Vargas (Portugal).