

Argentina, El Guacho y el Asado

by

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Fall 2016

A YOUNG WOMAN DISCOVERS THERE IS MORE TO ARGENTINIAN BBQ



The article starts as the title would expect, a guide for newbies to Argentinian asado from an expat but ends with the author taking note of the social norms that this very meal helps keep. The piece delves into the preparation and cooking techniques that distinguish Argentinian BBQ from say a Texas BBQ. The author has directed this piece to expats as the title explains.

The most critical part of the piece is how Argentinian asado relegates women to salad preparation while the men or machos, as the author makes reference to, tend to the meat. Lahrichi fails to make anything more than small remarks when it comes to the reinforcement of gender roles and norms through asados. She ends her article with a story of a young couple who is bucking the trend but again doesn't elaborate much.

I would have liked to see her continue making more than just inferences into how machismo permeates in Argentina through the use of asados. I appreciate her outsider view to the social implications of the way Argentinians partake in asados.

Please Google: **An Expat Guide to the Asado, the Holy Grail of All Pleasures in Argentina to bypass the paywall**

<http://on.wsj.com/2fkdvYg>

Source: Lahrichi, Kamilia. "An Expat Guide to the Asado, the Holy Grail of All Pleasures in Argentina." WSJ. 28 Sep. 2015.

From cooking fancy French food to food of his native Argentina



Launched after the resounding success of documentary Jiro Dreams of Sushi, this Netflix documentary follows Michelin star chefs around the world giving insight to the paths they've taken to the pinnacle of the culinary world.

The documentary is primarily narrated by the star Chef with small anecdotal pieces given by members of his cooking crew and one of his daughters. There are many instances where Mallmann takes the liberty to expand on his rather I admittedly did not notice the machismo displayed by Chef Mallmann throughout the piece. If you are a fan of great cinematography and cooking in remote and rustic areas you will enjoy this episode.

<http://nflx.it/1FIGEaL>

Source: Jeter, C. (Director). (2015). Francis Mallmann [Television series episode]. In David Gelb (Executive producer), Chef's Table. USA: Netflix.

Dish by dish tour throw a typical Argentinian Asado



The author guides the reader through a normal progression through a Argentinian asado. The tone of the piece is very casual and informal but extremely approachable. Not only is the author of the piece guiding the reader through the dishes but she is also the photographer of the dishes.

I enjoyed the way she delivered the picture of the dish, followed by a short description. Allie Lazar also includes a "Hot Tip section" which is pretty much keys on not sticking out like a sore thumb.. "The Lowdown" section gives the reader key differentiators like how an asado in some contexts means the meal as a whole but can also mean shorts ribs or spare ribs. The "To Serve:" section is filled with invaluable hints to an asado novice for not only how they should expect to see the plate served to them but also as a reference point should they venture to make the asado on their own.

I am a huge fan of how the Lucky Peach site delivers their content. They have a knack for creating visually appealing posts delivered in a voice that is easy to read.

<http://bit.ly/1sD6bwC>

Source: A Guide to the Argentine Asado. (n.d.). Retrieved September 22, 2016, from <http://luckypeach.com/guides/guide-argentine-asado/>

South America's Cowboy Culture and why you must visit



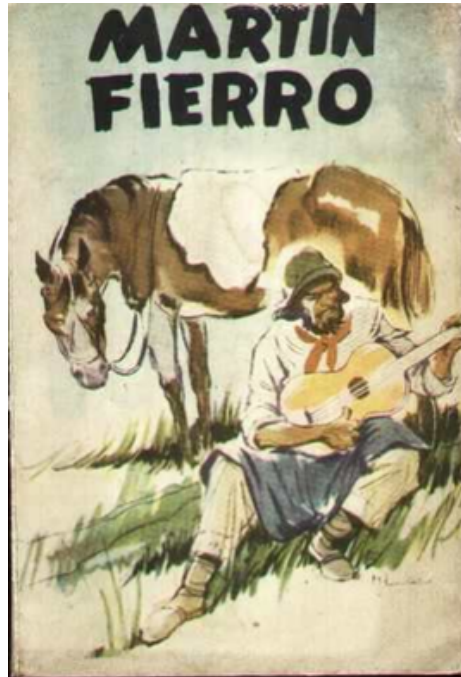
A travel company in Argentina writes about the influences of the "gaucho," both on the physical landscapes that make Argentina a special place to visit but also on its cultural influence. The piece is extremely easy to read and give the historical context to which the "gaucho" came to be. Given that this piece is intended to entice travelers to spend money with this company it takes a non aggressive tone in this sales copy.

It is effective to me as a reader because it doesn't feel like I'm getting a hard sell on using them as a travel experience provider. The text is important because it really sells the reader on the geography the "gauchos" roamed around, their customary dress and lifestyle and even informs the reader that they have their own holiday (December 6th). I appreciated the external links to further enrich my knowledge of the "gaucho" provider by the authors of this website. It was through this website that I discovered a widely celebrated poem which encapsulates the life of the "gaucho."

<http://bit.ly/2eLBZeF>

Source: Argentine Cow Boy : The Gaucho from Argentina. (n.d.). Retrieved from <http://www.argentina-excepcion.com/en/travel-guide/gauchos/gaucho-free-man>

An ode to the Gaucho



Published in 1872 by Jose Hernandez, this poem has become a staple in Argentinian literature and is taught in most schools. The text is easily found in Spanish but the English translation is harder to locate. The original poem includes what seem to be many region specific phrases and idioms that are sometimes lost in the translation to English.

The story romanticizes the life of a "gaucho" as he is forced to leave the comforts of his home and wife only to return later to the destruction of his home and family. It is there where he lives solo out on the plains, making his way without any destination in mind. The protagonist ends up befriendng his would be captor and they essentially ride off. The poem captures the search for freedom that the "gauchos" are known for.

<http://bit.ly/2fZQHk1>

Source: Hernández, J. (1872). El gaucho Martín Fierro. Retrieved from <http://webs.satlink.com/usuarios/c/cabas/mfierro/elgmf.htm>

A podcast with a different view on Mallmann



A podcast delving into the guacho asado techniques of the most famous chef of Argentina. Narrated by Chef Tom Jackson and Josh Cary, they offer their views on what Chef Mallmann has contributed to the guacho cooking style of Argentina. Per the podcast description this is a global exploration of bbq. That tells you the audience is anyone interested in this age old cooking technique and how is it featured in all parts of the globe. Both of the narrators of this podcast credit Mallmann for being the bridge between the cooking styles of the pampas to the mainstream.

The two gentlemen give a outsider's view on the role of modern day gaucho techniques and how Chef Mallmann employs them. If you were not a fan of the macho tendencies of Mallmann in his Netflix documentary you can take advantage of this outsider's perspective as they walk you through a Argentinian staple recipe: Tournedos Wrapped in Bacon and Sage.

<http://n.pr/2fgl4BB>

Source: Jackson, J. C., Chef Tom. (n.d.). Cooking with Fire: Argentina. Retrieved November 10, 2016, from <http://kmuw.org/post/cooking-fire-argentina>

It all starts with the tools of the trade: the grill



Another modern day take on the gaucho cooking experience who bills itself as " the premier retailer for authentic asado equipment and accessories." Showing off the amazing craftsmanship in high resolution details, the hope of the author is to entice you purchase one of their "parrillas." The main audience of the piece is folks that have longed to recreate the authentic modern Argentinian asado experience. The author's personal motivation came from his own experience of an asado the first time he met his wife's family.

This piece is important because it is personal, detailed and offers quality equipment for the adventurous asador.

<http://bit.ly/1dzw31t>

Source: <http://gauchogarcia.com/>

Argentina Asado Class in the U.K



The author of this post recalls the ritualistic nature of a meal that he had while visiting Buenos Aires. In this piece he introduces the audience to Fernando Larroude, who is head of grills (executive chef) for restaurant chain Gaucho Grills. It is definitely directed towards readers of the Food/Wine lifestyle page of the Independent publication. The author walks the reader through a master gaucho cooking class and even shares a recipe with his readers that he learned in the class.

I wanted to include a piece to show the reach of the the Argentinian asado and look forward to one day also experiencing what they have to offer in comparison to the Texas style bbq.

<http://ind.pn/2fAoyx7>

Source: Bell, M. (2013, July 13). Gaucho grill: How to cook the Argentinian way | The Independent. Retrieved from <http://ind.pn/2fAoyx7>