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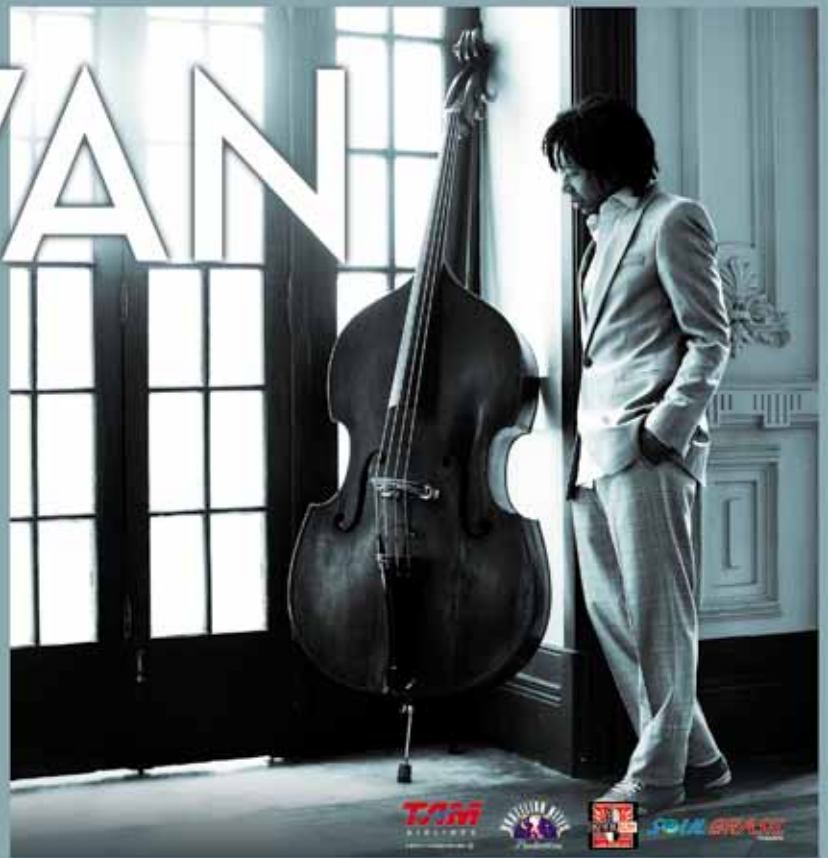
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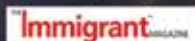
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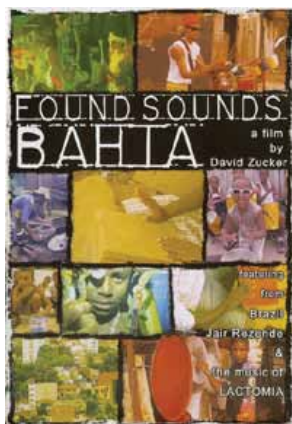
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FILM: "FOUND SOUNDS BAHIA", THE DOCUMENTARY

Recorded initially in 2006, this enlightening film offer not only the fascination of music as a major social influence, but how recycling concepts can transform a community and bring it together through the power of music and creativity. In countries like Brazil, and in cities as Salvador in the state of Bahia, where there is a lack of material resources, people have invented a style of playing different rhythm on found objects. A moment offering a promise for all whose socio-economic poverty has smothered spirit and creativity. The documentary is a valuable entertainment and educational piece about creating an exhilarating music out of material that would otherwise be thrown away. A beautiful film documentary by David Zucker which audience is treated to an up close and personal sense of how image and rhythm has rooted hope and agency where hopelessness have too often prevailed – www.projectfoundsound.com.

BOOK: "LAS VALKIRIAS" IN SPANISH

One of the greatest books by Paulo Coelho is finally available in Spanish. Originally published in 1992 in Brazil, "Las Valkirias" (Vintage Español, \$14.00) is the story of the 40 days the author and his wife Christina spent in the Mojave Desert, under the California sky. Paulo Coelho warns us that this has been a difficult book to write because it reveals episodes and feelings of his own life. He was not sure he would be able to narrate this story that identifies the fragile distance between the magical tradition he belongs to and the man he really is. The goal of the journey is the search for the "spiritual exercises" that Coelho's mentor advised him to take, and where he could find himself and engage in a quest for the meaning of his life. At that time, the late 80s, Coelho's opus magnum, "The Alchemist", was beginning to look like an international bestseller and the author wanted to be ready to face the often overwhelming-burden of fame, the challenges and disappointments.



The story opens with the author and his wife on a six hour road trip towards the Mojave Desert. Anxious and visibly irritated, Paulo wants to crystallize the purpose of his trip: to discover his own personal guardian angel. Chris wants to go home as soon as possible. Soon, the couple meets Took, a young spiritual leader, who guides Paulo through the desert via anecdotes, stories and rituals. Shortly after, "Las Valkirias" make their grand entrance. These nymphs of the desert are a group of eight female warriors, fearless and mysterious, who, hoisted up in their horses, roam the forgotten desert, braving the scorching sun, the wild fauna and the loneliness. Vahalla, the oldest Valkiria, establishes a good rapport with Paulo, much to Chris' dislike. Her presence awakens hidden feelings and creates uncomfortable moments.

Brazilian writer Paulo Coelho is without a doubt one of the most famous and influential writers of our times. His opus magnum "The Alchemist" has been translated to more than 67 languages earning him the 2008 Guinness World Record for most translated book by a living author. Coelho is also the author of "The Pilgrimage", "Brida", "The Zahir", "Eleven Minutes", "Witch of Portobello", "By the river Piedra I sat down and wept", "The Fifth Mountain", "Veronika Decides to Die" and "Love", among other books.

*Review by Marcela Álvarez, www.tintafresca.us



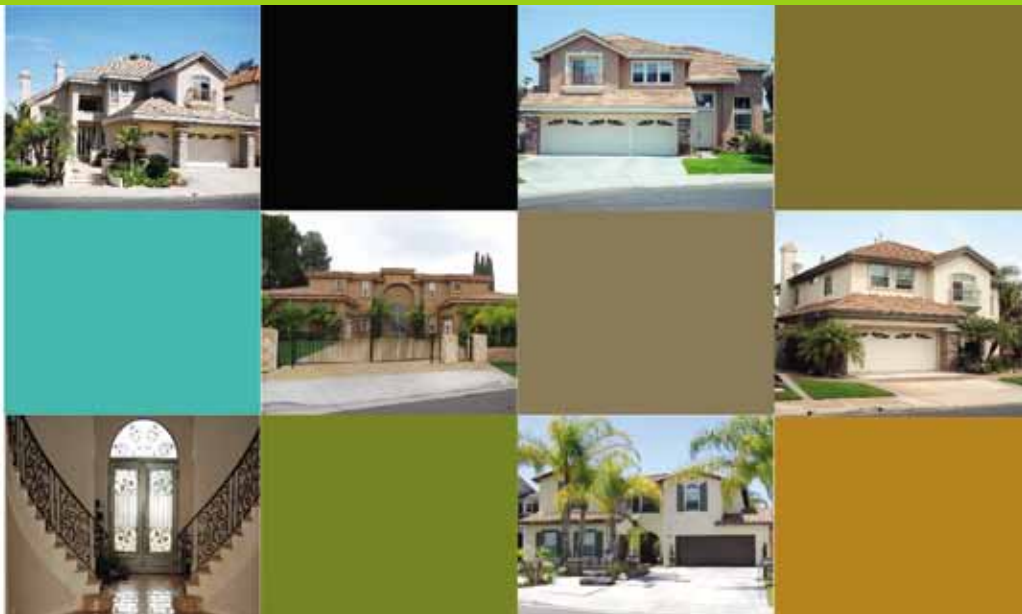
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Churrascarias: a Brazilian Success

Lindenberg Junior | English Edition by Jennifer Parker



it has spread around the world, especially in Japan and the U.S. One such popular is the chain "Fogo de Chao", born in Porto Alegre, the capital of Rio Grande do Sul, and with 5 more affiliates in Brazil and 16 in the U.S. The Sao Paulo's churrascaria chain "Barbacoa", instead focus their internationalization in U.S, focus their expansion goal in Japan.

The churrascarias and "rodizio" style emerged in Brazil at the turn of the decade from 50 to 60. In the beginning, the Brazilian Steak Houses were located at the merges of highways and had preferred customers as truck drivers. There are several versions of where the first steak house was, but we definitely can affirm that was at least in the state of Rio Grande do Sul, the land of the gauchos.

The primitive barbecue has been important in the concept of what, today, we call community. Since then, the barbecue has crossed boundaries and reached the world. But only sixty years ago, initially with the name of "Espeto Corrido" or "spit run", made way for the "Churrasco" or "Brazilian BBQ" in Southern Brazil. With a simple form of seasoning different meats only with rock salt, a pleasant style for the server and a unique format of "Rodizio", the Brazilian BBQ restaurants or "Churrascarias" have improved over the years and turned into an unparalleled style of serving around the world. Since the introduction of self-service and fast food "style", decades ago by Americans, that any other "style" of serving and eating have reached the tremendous success as the "churrasco de rodizio", a Brazilian creation!

This new style is a mixing of an all kind meat serving show with an all-you-can-eat buffet format that was born in opposition to the fast

food. It allows people, who working or on the street, or not able to go home to eat, to enjoy a more gourmet option, a more pleasant environment; and in most cases, spend less time from their arrival until the final bill. Instead of pizza or a hamburger, the menu offers a buffet with many options that usually includes rice, beans, farofa (toasted yucca flour), bananas maduras and heart of palms, plus a variety of meats including chicken, beef, pork and sausage.

A particular difference is the fact that the client does not need to worry about the menu. The waiters, known as "smugglers", mostly dressed in gaucho (people from the Rio Grande do Sul State) circulate the living room brandishing skewers of steak ... and stopping at tables to cut according to the preference of customers.

The unique style of Brazilian "Steak Houses" became an export product. In the last ten years,

Only in the city of Sao Paulo, there are more than 70 churrascarias and the most famous and expensive are Barbacoa, Jardineira Grill and Vento Haragano. In U.S, only in Southern California there are more than 15 churrascarias. Among the biggest are, Green Field in Long Beach and Pasadena, Rei do Gado in San Diego, Fogo de Chao in Beverly Hills and the pioneer By Brazil in Torrance. It's important to mention a few restaurants that serve the traditional churrasco, but in the format of "paid by pound". Among them the Pampas Grill in Culver City and inside of Farmers Market in L.A; Libra in Culver City and the Brazil Express in the Mild Wilshire also in L.A.

With such diffusion, running the skewer became a style of serving and eating without parallel in the world. And perhaps the proof is the chicks that have arisen in recent years... rodizios of sushi... pizza, crepes, sandwich, ice cream, etc. ■



"Rent a Friend" in Brazil

Magali D'Souza
English Edition by Ann Fain

Sightseeing in a strange city is always easier in the company of someone familiar with the local area, but also with someone who knows the alternatives and the secret places that only the "locals" know about. Since it is not always possible to have a friend in the city you are visiting, a good option is to "rent" a friend; or get a personal city guide.

The idea of hiring a "local friend" in cities like Sao Paulo, Rio, Salvador and Recife is to provide tourists with a service tailored to their respective interests. This may include everything from shopping to cultural and gastronomic activities, and before setting out, tourists meet with their "local friend" to choose what is they would

like to do during their visit. The local friend shares with the tourists the various kinds of tours available and helps them explore the best options according to their preferences.

This kind of customized service caters to a variety of tourists, such as backpackers and those in search of alternatives to the traditional activities offered in tourist packages. It can also be an excellent option for families who prefer a more specialized tour to accommodate children. Sometimes, you go to a place full of tourists when what you really wanted was to have a more authentic experience in the city you are visiting. This could sometimes be something very simple, but that you did not know existed.

The "rented friend" is usually bilingual and in addition to the native Portuguese, speak English and/or Spanish, and are well updated with the local cultural programs and activities, and seek to understand the preferences and personality of the tourist friend to better provide a personal service. The cost of the service may vary according to the city and the amount of time spent there. Overall, the service for 4 hours in Sao Paulo and Rio costs US\$ 85, while in Recife and Salvador is US\$ 75. To schedule the service please call (323)428-1963 in Los Angeles or use magalittravel@hotmail.com for call via Skype or make a contact by email. ■



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All Times Popular National Preferences

Lindenberg Junior | English Edition by Ann Fain



Feijao or “Beans” is with no doubt a popular preference on the tables of Brazilian families, especially for lunch, which is the principal meal of the day. The *Feijao Mulatinho* (similar to the Mexican Pinto Beans) is very popular in the states of Central Brazil, the North as well as the Northeast of the country. The *Feijao Preto*, (Black Beans) is a traditional favorite in the states of the Southeast and the South. The secret to delicious beans is seasoning with laurel leaves, cumin and vegetables or bacon broth and cooking in medium/slow heat.

Arroz (Rice) is the loyal partner of the beans on the plate of almost every Brazilian. There are even some jokes and sayings about this flavor combination such as, two good friends that are always together, “Parece feijao e arroz” or “They are like beans and rice”. In most of the country, the rice is made simply with water and salt as steamed rice, but it also can be prepared in a richer variation with the inclusion of other ingredients such my favorite version: rice with sautee garlic and broccolis. After ready to eat, give an extra “sabor & color”, putting grated cashews over it.

Farofa (Seasoned Cassava Flour) is a traditional staple on every Brazilian table for lunch and

dinner meals and enjoyed throughout Brazil as an everyday accompaniment. It is an especially tasty accompaniment for meats cooked on the traditional “**Churrasco**” (BBQ barbeque) and for the traditional “Feijoada” (Bean Casserole). The principal ingredient - “**farinha**”, is prepared from the root of the cassava plant. Cassava has been eaten by indigenous peoples for centuries predating the eventual discovery and colonization of Brazil by the Portuguese.

Pão de Queijo (Brazilian Cheese Bread) is a tradition in the “Lanchonetes”, (Brazilian fast food restaurants) and “Botecos”, (Brazilian unique name for no frills/rustic bars). It is a small cheese bread ball with a soft center, served hot or at least warm and much enjoyed with beer, wine or coffee. Check the special easy recipe we included for you bellow!

Brigadeiro (Homemade Chocolate Balls) are traditionally prepared for children's birthday parties and for many other different celebrations. It is a “star” among chocolate lovers everywhere and of all ages in Brazil. If you are a chocolate lover, check the easy recipe bellow and be prepared to say “yummy”. ■



“EASY” PÃO DE QUEIJO

40 Min. – 6 People

- 2 cans of nestle sweet cream
- 250g grated parmesan cheese
- 250g grated mozzarella cheese
- 500g of cassava starch
- Salt to taste

How to Prepare

In a bowl mix together the cream, the cassava starch, parmesan cheese, mozzarella cheese and the salt. Knead well until the dough easily releases from your hands. Use your hands again to make small bread balls. In a pan greased with butter put the balls in a preheated oven at 200 degrees for 30-40 minutes or until golden brown. Buy the beer or the coffee!



BRIGADEIRO 123...

20 Min. – 6 People

Ingredients for Sweet

- 1 can sweetened condensed milk
- 1 can of milk
- 3 tbsp (tablespoons) powdered chocolate.
- 2 tbsp (tablespoons) cocoa powder.
- 1 tbsp (tablespoons) butter

Ingredients for Decorating

- Granulate Sprinkles Chocolate

Preparation

Take a baking sheet and spread butter on the surface and leave aside. Heat all the ingredients and stir until the mixture loosens from the pan. Let cool and make brigadeiros balls with using your own hands and go after putting them in the buttered pan. The final step is to garnish the chocolate sprinkles around all the brigadeiros. Ready to eat! Have kids? They will love it!



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Soul Brasil Magazine



From the Amazon to the World

Lindenberg Junior | *English Edition by Ann Fain

The North of Brazil, which includes the states of Para, Amazon, Acre, Roraima and Rondonia, is most known for its Indian influence. They have a diet rich in fish, root vegetables like yams or yucca and powerful and delicious tropical fruits. Here, our focus is on three of these Amazon treasures including an introduction, a recipe and an alert.



CUPUAÇU:

Widely used for making jams, liqueurs and wines, juices and ice creams, both the pulp and seeds are utilized in the food industry as well the cosmetics industry - because it has properties that restore the skin's hydration. It has a good flavor; mild and tart. It is rich in protein, calcium, phosphorus, vitamins A, B1, B2 and C and it contains pectin which helps the absorption of fat in the body.



GUARANÁ:

Many people around the world have heard about this fruit native of Brazil, either from the Brazilian soft drink "Guaraná" or for the fruit's reputation as a natural energizer. Guaraná contains more caffeine than coffee as well as a substance called teobromina, similar to caffeine that has milder effects. Less sleep and increased concentration. The part used however, are the seeds, which are sold as either a powder, syrup or extract.



PALMITO (HEART OF PALM):

The delightful "palmito", can be extracted from various palm trees like juçara tree, originally from the Atlantic forest. The increased commercialization of these products caused many producers to began to extract palmitos from increasingly younger juçara trees. This extraction causes the death of the plant and hence, the possibility of extinction, creating serious risks to the environment. One smart option for sustainable palm cultivation comes from the açaí and pupunha (other treasures from the Amazon). After the first cut, and the plant starts growing again, take another extraction. To prevent illegal harvesting of palm trees, consumers and business people check the origin of the product to see if it has the IBAMA (Brazilian Institute of Environment and Renewable Natural Resources) label. ■



JUICE "MALHAÇÃO"

Juicing provides a fast, tasty, and healthy way to meet your daily quota of fruits and vegetables. This one brings together the famous acai with banana, cupuacu, guarana and cinnamon. It is both, great for energy as well as to feed your muscles!

INGREDIENTS:

- 50 grams pulp of Açaí
- 50 grams pulp of Cupuaçu
- ½ Bananas
- ½ tsp of Guaraná Powder
- 300ml of Apple juice
- A dash of Cinnamon
- Brown Sugar if Necessary

HOW TO PREPARE:

Break 6 ices cubes in the blender, then add all the ingredients and blend. Add more brown sugar or honey if it's not sweet enough for you. * Pulp fruits from Brazil like from the company Sambazon, may or may not have added sugar)

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Bahian Soul Food & Magical Music

Lindenberg Junior
English Edition by Ann Fain

My last visit to Salvador, Bahia was only for a couple days for a business meeting, but in that short time, I experience Bahia's soul food and its magical music. The music caressed my spirit, sang in my heart, danced inside and out of me; the rhythms riveted me to attention, pricked my nature, and rocked my soul. The culinary delights that Bahia serves brought out my great passion for food and the amazing art of creating it. Both the cuisine and the music got me inspired!

On a Friday afternoon while enjoying a "cafezinho" (Brazilian coffee) with pao de queijo

(cheese bread) and shopping and strolling through the folk art district known as the Pelourinho, I stopped to enjoy a samba de roda with beautiful "morenas" taking turns dancing while a trio of afro-Brazilian percussionists played. At their side was a "baiana" selling her acaraje, a mashed bean small cake stuffed with peppers, dried shrimp, onions and ginger, and served with vatapá, a puree of fish or shrimp (check the easy recipe bellow). I watched the enchanting performance, sang and enjoyed the pleasurable moments for over half hour. During the break, I decided to order an acaraje from the "baiana" and follow my destiny...

inspired by the drums, the chants and the orixa songs...eating my acaraje...and thinking... Brazilian cuisine is a rich variety of flavors and colors adapted to local ingredients, which is unique, delicious and sometimes exotic. Because Brazil is so vast, each region has its specialties.

Fast forward to my home in L.A., I decided to use my kitchen for new experiences, and in particular, to make my own version of acaraje - in an easy and alternative way to..."matar a saudade" da Bahia! ■



ACARAJÉ 123 40 MINUTES - 6 PEOPLE

Ingredients

- * 7 table spoon of veggy broth
- 500 grams of blackeyes beans
- 1 medium onion, cut into chunks
- 3 teaspoons (tsp) salt
- 1 ½ teaspoon (tsp) garlic sauce
- 350ml of palm oil

**Tip: Garlic sauce can be easily found in Latino markets or Cuban foods shelves.*

Sauce

- 3 malagueta peppers, finely chopped
- *1 tomato, cut into small chunks*
- ½ cup (tea) of dried shrimp without shells
- 1 cup (tea) of palm oil
- 2 medium onions chopped
- 1 / 12 teaspoon (tsp) salt
- ½ teaspoon garlic sauce

**Tip: malagueta is a Brazilian type of pepper, and as alternative you can substitute it for 1 medium size Serrano pepper or another "flavorful" pepper of your preference.*

How to Prepare

Start the preparation the day before. Place the beans in a bowl and cover them with water and soak for at least 12 hours. After 12 hours, drain and rub the grains between your palms to loosen the skins. In a blender place the beans, onion, garlic sauce, 2 tbl spoon of broth, salt (to taste) and blend well

until you get a dough, set it aside. In a deep skillet, heat the palm oil over medium heat. Take 2 tablespoons of the dough and form "rounded" acarajés then fry them slowly in the palm oil until they are golden brown. Drain on paper towels and set aside.

Sauce

Put the pepper and half of dried shrimp in a blender, add the 5 tablespoons of vegetable broth and blend until smooth. Put aside. In a small saucepan heat the palm oil over high heat and sautee the onion until golden brown. Add the mixture of dried shrimp, the remaining whole shrimps, the tomatoes chunks and season with salt and the garlic sauce.

To Serve

Cut each acarajé in half, put the sauce inside and get a "fresh" taste of Bahia!

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GUIA DE RETORNO AO BRASIL

O Itamaraty lançou no último dia 14 de setembro o "Guia de Retorno ao Brasil – Informações Úteis sobre Serviços e Programas de Acolhimento". Trata-se de uma cartilha elaborada conjuntamente pela Divisão de Assistência

Consular do Ministério das Relações Exteriores, pela Secretaria de Políticas para as Mulheres, pelo Núcleo de Enfrentamento ao Tráfico de Pessoas do Ministério da Justiça e pelo Departamento de Polícia Federal. O Guia contém informações sobre programas e serviços disponíveis no Brasil dos quais podem beneficiar-se brasileiros que retornam do exterior em situação de desvalimento. A cartilha destina-se a agentes consulares, funcionários de organizações de acolhimento governamentais e não-governamentais e voluntários das comunidades brasileiras em geral. Munidos de informações sobre programas e serviços disponíveis no Brasil nas esferas de saúde física e psicológica, trabalho, educação, moradia e abrigo, esses agentes multiplicadores poderão orientar os brasileiros que se encontram em vias de retornar. O objetivo é auxiliar seu processo de reinserção social e econômica no País. O material estará disponível em toda a rede consular brasileira no exterior, mas com ênfase naqueles países onde há maior incidência de casos de exploração do trabalho, situação de tráfico de pessoas e outras formas de violência.

TV EM PORTUGUES NOS EUA

A Globo Internacional em setembro apresentou novidades na sua programação e os apaixonados por viagens e aventura já podem conferir o **'No Caminho'**, no qual Susanna Queiroz mostra lugares místicos e personagens comoventes. Além disso, o canal veio com a nova temporada de **'Adrenalina'**,



que mostra uma rota mais turística e aventureira com gravações no nordeste, sul e centro-oeste do Brasil. A Globo Internacional abre novo espaço na sua programação para os baixinhos com o **'Mundo Leitura'**, que incentiva o desenvolvimento da criatividade, do raciocínio lógico e, principalmente, a criação do hábito da leitura entre as crianças. O público que fala português nos EUA também já conta com mais um canal na língua de Camões. O "Sport TV Américas" chega à terra do Tio Sam através da Dish Network e está disponível pelo canal 609 exclusivamente como parte do Pacote Luso que inclui os canais Benfica TV, RTPi, SIC Internacional, SIC Notícias e EuroNews. O novo canal Sport TV Américas é um canal 100% de esportes de Portugal e que inclui o melhor conteúdo de futebol com jogos ao vivo da Liga ZON Sagres além dos campeonatos de basquetebol, handebol, automobilismo e esporte radicais.

TALENTO BRASIL EM NOVA TEMPORADA

O já conhecido concurso de talentos da comunidade brasileira nos Estados Unidos e Canadá abriu suas inscrições no mês de setembro e terá 15 etapas regionais que incluem Los Angeles e Seattle na Costa Oeste dos EUA. Nas duas primeiras temporadas foram mais de 6.000 inscritos entre cantores, atores, duplas e modelos, nas categorias adulto e mirim. Apresentado pelo BB Remessa, a Remessa do Banco do Brasil, Dish Network e TV Globo Internacional, todos os detalhes do "Talentos Brasil" pode ser conferido no site oficial www.talentobrasil.com. Como é tradição do evento, a categoria Modelos Adultos terá uma final em separado, assim como os Talentos Infantis e os Talentos Adultos. Essa dinâmica de três finais distintas, segundo Caio Castro, coordenador artístico, facilita e qualifica o trabalho do Júri. O que atrai milhares de inscrições são os prêmios que inclui 10 mil dólares em cash distribuídos aos primeiros vencedores. "O Talentos Brasil é uma experiência muito especial", disse Samantha Bonzer, paraibana de 19 anos e residente de Los Angeles. Ela foi a supercampeã da primeira temporada e já gravou o CD que será lançado este ano, como prêmio por sua vitória.





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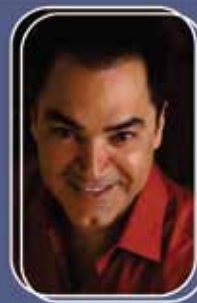
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Lindenberg Junior

Conversando com alguns donos de restaurantes de Los Angeles e outros de São Paulo, juntando certa experiência no setor e agregando meus conhecimentos de marketing e comunicador, posso dizer que os restaurantes que passam de 15 anos de existência já podem ser considerados excepcionais. Imaginem então os que funcionam a mais de cem anos?

Certamente, eles oferecem além de boa comida (o que não é sinônimo de comida cara), um ambiente agradável, um atendimento atencioso, e também, alguma estratégia inteligente de marketing. Esses quatro fatores são fundamentais para criar uma clientela, e os três primeiros, para ter uma clientela fiel por vários anos.

Desses restaurantes centenários posso citar aqui quatro estabelecidos no Brasil, e do qual, desempenham um papel importante dentro do cenário gourmet brasileiro. O Carlino em São Paulo foi fundado em 1881 e leva o nome do atual proprietário. Fechou em 2002 e foi reaberto posteriormente em 2005. Tem típica cozinha Italiana com alguns petiscos brasileiros. No Rio,

o Café Lamas foi aberto em 1874. Esta localizado no bairro do Flamengo e a poucas quadras do Palácio do Catete (antiga sede da Presidência da República), sempre esta lotado e serve desde o café da manha ate tarde da noite. O Leite em Recife foi fundado em 1882 em um quiosque na beira da praia e passou a ser um dos mais requintados da Veneza brasileira. Oferece pratos de frutos do mar frescos e um delicioso bacalhau. O Gambrinus em Porto Alegre foi aberto em 1889 e começou como um bar. Em 1960 tiveram problemas e apenas em 1964, em plena ditadura, tomou fôlego e ares de cardápio português. Hoje é um ponto de referencia do turismo gaúcho.

Nos EUA, os restaurantes brasileiros começaram a plantar sua raízes na década de 70, e podemos começar mencionando o Via Brasil de Nova York que foi fundado em 1978. Localizado na "Little Brazil Street" (West 46th Street) o restaurante hoje é uma das churrascarias brasileiras mais antigas fora do Brasil. Em Los Angeles, a cozinha brasileira começou a plantar suas raízes através do casal Marcelino & Fátima quando abriram em Janeiro de 1991 o "simples & charmoso" Café

Brasil 1, localizado na Venice Blvd, esquina com a Westwood Blvd. No mesmo ano, cinco meses depois, o formato de churrascaria chegava a área da "Grande" Los Angeles através do empresário gaúcho Valdir Souza, que fundou em Torrance o By Brazil. Vendido alguns anos atrás para o casal de irmãos Brasileiros Stefano & Sophia Kang, o restaurante é uma referencia de churrasco em "South Bay" como é conhecida a região que inclui Manhattan, Hermosa e Redondo beach além de Torrance.

Por falar de referencia em Los Angeles não podia deixar de mencionar o Zabumba que foi fundado pelas irmãs Carla & Monica Burgos em Fevereiro de 1994. Naquele mesmo ano, em junho e julho, durante a Copa, iria receber personagens ilustres do futebol brasileiro como o baixinho Romario e também iria se tornar o "quartel general" Brasileiro para os seguidores da canarinha rumo ao Tetra. Todos os lugares aqui mencionados continuam abertos e em atividade, e fazem parte da historia, de uma forma ou de outra, da internacionalização da comida e da cultura do Brasil. ■

A slice of the good life.

{COMPLIMENTS OF THE CHEF}



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Feed Your Hair!

English Edition by Jennifer Parker

Hair has always been and will always be an important visual aspect of men and women. Beautiful, shiny and health hair "enhance" the image of anyone regardless of age, so learn to care for it beginning with knowing what to eat to keep each strand of hair beautiful. Below you will find an "arsenal" of food products that will improve the beauty of any hair. Check out these options and celebrate the results!



BROWN RICE: Has biotin – a vitamin that helps regulate the life cycle phases of the hair cord. The absence of this vitamin is related to hair loss.

OATS: Have silicon – a mineral that helps in the production of collagen, important for shiny hair.

OLIVE OIL: Fatty acids are essential during the keratinization process of the cells that form the hair shaft. Without them, the cord becomes thinner and more fragile.

POTATO: Thanks to its presence, potassium controls the water balance in the hair shaft, thus improving hydration and flexibility, facilitating easy hairstyles.

RED MEAT: Provides zinc useful in the synthesis of proteins, the main component of hair strands.

KALE: It contains vitamin E which protects the natural oiliness of the scalp, improving circulation.

EGG YOLK: Has pro-vitamin B5, which reduces hair fall-out and accelerates growth.

CHICKPEAS: A good source of the mineral magnesium that renews cells, so it is particularly important in help hair growth.

SKIM MILK OR YOGURT: Calcium stimulates the absorption of iron and vitamins, without it the hair becomes brittle.

MANGO: Rich in vitamin A which protects the hair cells. It helps regulate the sebum on the scalp and also increases the elasticity of the hair strands.

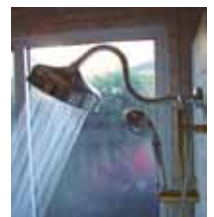
CABBAGE: With the presence of sulfur, it is important in the formation of keratin, the protein structure of hair.

SALMON: Rich in Omega 3 which acts as a powerful antioxidant, strengthening the hair cuticles. ■



TIP: A fair percentage of Brazilians give credit to daily cold water washing for healthier head of hair.

Try to avoid washing your hair in hot water! This simple tip prevents the damage of your hair such as a dry hair and a break hair with double pontoons.



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Love Changed her and Talent Defined the Course of her Personal & Professional Life!

Aryadne Oliveira

Researchers say that food and identity are universal, and that the last thing an immigrant forgets is language and cuisine. True enough, proven by Elda Antonio, the entrepreneur proud of her Brazilian way: *stand up, dust it off and turn it up*. Her favorite recipe? A combination of creativity, joy and serious work representing a different perspective of a native product from Brazil: the “pão de queijo” or cheese bread.

Like any comfort food, the cheese breads should be enjoyed in moderation, and being a natural gluten-free based food, it can be inserted into the menu of those suffering from celiac disease – a genetic disorder that impairs the functioning of the small intestine and absorption of nutrients. These people are intolerant to the gluten protein found in wheat, rye, oats, and barley malt – not found in the cheese-bread. Hence, Elda's chance in uniting the practical and tasty with healthy.

Elda studied this specific market and took the idea to her business school, where she learned

in class every detail needed to turn this idea into a great opportunity. It worked out. The company Yammy Bites Gluten-Free Products was created and the cheese bread is now being marketed in California by the natural markets and also via internet.

Elda's story was one of destiny. The entrepreneur has always had a strong personality and willpower to achieve her goals. Early in her career, she got a job with the Brazilian Government - for many, a dream of professional stability. But for the young public employee, was just her first conquest. "I was always very curious. I wanted to know why and understand about everything. I knew I had ability to create and simultaneously sought freedom. I didn't want to be tied to anything that I was not personally in charge of" – stated Elda.

The opportunity for change came about by chance, but for good reason. In love, Elda moved to California in 1991 to "live life on the waves." From there, she began to seek her own identity

and place in the new country. She suffered many setbacks during her transition, but she never give up pursuing her dreams. According to Elda, there is no way to dissociate this time of her life from where she is today, personally and in business.

And so this was how she rediscovered herself in California. Elda worked as a babysitter, waitress, translator and even as a truck driver traveling throughout the United States. But her talent was cooking for friends and family which, ultimately, ended up with her having a ownership in the restaurant where she was working for.

Today, Elda runs her own company in Los Angeles offering cheese bread in different flavors – traditional and Italian – and also gluten-free pizzas, with freshest ingredients and herbs. She continues to work on new healthy recipes, and, step-by-step, in the expansion of her business ...always with a big smile on her face and enough energy to keep up with anything that crosses her way in the States. ■



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21ª BIENAL INTERNACIONAL DO LIVRO DE SÃO PAULO

No final de Agosto, aconteceu a 21ª Bienal Internacional do Livro. O sucesso de público e de venda demonstrou que a busca pelo conhecimento por meio da literatura tem aumentado cada vez mais no Brasil. A pesquisa Retratos da Leitura no Brasil, realizada pelo Instituto Pró-Livro (IPL) em parceria com a Imprensa Oficial do Estado de São Paulo, revelou que, de 2000 a 2007, o crescimento no número de leitores foi de 256%. Os números divulgados no último dia da Bienal revelaram que a presença do público ultrapassou as expectativas: mais de 700 mil pessoas percorreram os corredores da feira, das quase 300 mil foram de crianças. Além dos livros, mais 1.100 horas foram dedicadas a atividades culturais, o que prova que o universo literário abrange outras expressões artísticas. Para os leitores, havia 227 mil títulos expostos nos estandes e as editoras fizeram a festa batendo recordes de venda se comparado a eventos passados.



Para quem esteve na Bienal, os estandes não foram a única atração. Artistas, atletas e celebridades também ajudaram a atrair o público leitor, para participar de debates, mesas-redondas e oficinas lúdicas falando sobre esse universo literário. Para os fãs do esporte, nomes como Maurren Maggi, Juca Kfoury, Milton Leite e Marcelo Barreto, Gustavo Borges e Sidney Garambone fizeram debates sobre a cultura esportiva no meio literário. E para quem gosta de arte, poderão conferir as presenças de Beth Goulart, Walcyrr Carrasco, Ruth Rocha, Zeca Camargo e Ignácio de Loyola Brandão.

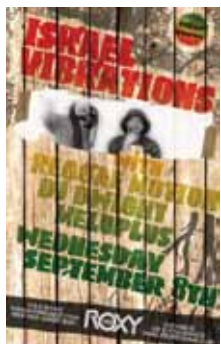
A colaboradora da Soul Brasil, escritora e palestrante motivacional Eliana Barbosa marcou presença na 21ª Bienal Internacional do Livro de São Paulo, no estande da editora Novo Século, onde autografou suas obras: *Acordando para a Vida - Lições para sua Transformação Interior*, *Cara a Cara com Alguém Muito Especial* e *O Enigma da Bota*. Além do áudio-livro e do mini-livro *Acordando para a Vida*. "Participar de uma Bienal do Livro em parceria com a Novo Século Editora é sempre uma honra e uma alegria para mim" comemorou Eliana Barbosa. São Paulo receberá novamente a Bienal Internacional do Livro em 2012, com novos lançamentos e programação cultural diversificada.



EXPO MUSIC SÃO PAULO

The Expomusic 2010 or the 27th International Fair of Music happened in the last week of September and was held at the Expo Center Norte in Vila Guilherme at the Business Capital of Brazil. The event is the most important event in the music field in Latin America and one of the most important events in the calendar business in São Paulo. Annually attract thousands of professionals including audio, sound, lighting, related equipments and services as well as music lovers. The aim of the organizer of the fair is to give a proper place for the music industry where main tendencies in the development of industry can be traced, new partners-found, controversial issues - discussed, sharp angles are smoothed away and new projects implemented.

This year Soul Brasil was there and have confirmed the success of the event that have hosted 200 exhibitors including the Soul Brasil long time supporter Contemporanea Percussive Instruments of Brazil and others of musical instruments as well as accessories, professional sound and lighting, introducing the brands more relevant from Brazil and abroad, in an area of 15,000 m².



In September the band **Reggae Motion**, featuring the leader singer **Fabio de Assis**, put on a performance at the **Roxy** that was an eclectic mix of Reggae sounds. Opening for the legendary Jamaican band Israel Vibrations, from the Band's intro to the final strains of Goodbye, the rhythms captivated and mesmerized the audience into "motion", singing, and chanting to the Band's strong but smooth beats and refrains. The rich clear vocals enchanted the audience and invited them to listen to the lyrics and to participate in the exchange of roots rock with a twist of modern tang. This "global reggae" music can appeal to the old school reggae lovers as well as those who are now being introduced to this genre of music. "Jah Knows" the music resonated with all who heard it and left the audience wanting more.



Also in September, the internationally recognized Brazilian percussive band **Oludum** performance at the **Ford Amphitheater** in Hollywood for the **Annual Brazilian Summer Festival** from Brazilian Nites production. Most part of the audience was not able to stay seated and moved their body up with the energetic rhythm of Afro-Brazilian band.



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Ser é Mais Importante do Que Ter

Nelson Tanuma



Vivemos hoje em um mundo extremamente competitivo onde as pessoas buscam desesperadamente e a todo custo, acumular bens materiais, ter corpo perfeito, ter mais tempo, ter status e poder, e assim, vivemos dentro de um contexto de vida estressante, narcisista e insaciável. Muitas vezes nos esquecemos de que, não obstante a fugacidade da vida, o que vem em primeiro lugar é SER, em seguida FAZER, para depois vir a TER.

Se você busca tornar-se um profissional e um ser humano melhor, e vem executando seu trabalho com amor e dedicação, o resultado financeiro positivo será inevitável e uma mera consequência de seus pensamentos e atitudes. Certa vez ouvi uma definição de status que guardei na memória por ter considerado interessante e hilariante, motivo pelo qual transcrevo a seguir: "status é comprar o que você não precisa, com o dinheiro que você não tem para mostrar para aqueles que você não gosta aquilo que você não é". Penso que existe uma grande verdade inserida nessa frase. Na medida em que a pessoa amadurece, ela tende de se preocupar menos com a busca pelo status e passa a procurar mais sua auto-realização. Entretanto, existem pessoas que não conseguem libertar-se da chamada "Síndrome de Peter Pan"; são aquelas que se recusam a amadurecer, apesar da idade.

É importante ter saúde sim, e não vale à pena perder a saúde para acumular riquezas, para num futuro breve ter que gastar toda fortuna para tentar reaver a saúde perdida; e não obstante isso ser uma absoluta falta de

inteligência, muitas pessoas hoje em dia fazem isso. A vida é uma bela viagem, e importa mais aproveitar bem a viagem do que preocupar-se apenas com o destino final.

É essencial investir na sua estrutura pessoal e profissional, tendo um objetivo em mente, e em seguida, partir para a ação. O importante não é apenas o objetivo em si, mas sim, o que o objetivo faz conosco, como ele nos afeta e mexe com nossas emoções. É isso que nos dá motivação para acordarmos felizes pela manhã e nos faz sentirmos gratos por mais um dia de vida e disposto a enfrentar novos desafios.

Tenha sonhos grandiosos, trace metas. Se você tem uma direção, faz sentido organizar sua agenda. O importante não é o que acontece conosco, e sim, o significado que damos para aquilo que acontece em nossas vidas. Saiba que o fracasso não existe, o que existe são resultados que consideramos satisfatórios ou não. É importante que estejamos aprendendo a cada instante dentro de nossa organização ou de nosso negócio próprio. Se não estamos aprendendo e crescendo é porque chegou a hora de mudar. Todos nós sabemos que mudar não é fácil. É tão difícil mudar que pesquisas demonstram que o ser humano tem menos medo da morte do que da mudança. A mudança nos deixa incomodados e temerosos justamente porque nos tira da chamada zona da conforto. É preciso renovar-se a cada, dia. A medicina nos ensina que, fisicamente não somos mais a mesma pessoa que fomos há sete anos, já que nesse intervalo de tempo, todas as células do nosso corpo se renovam.

Precisamos nos conscientizar de que tudo mudou, muda e mudará.

É preciso ter criatividade e coragem para mudar, crescer e desenvolver-se a cada dia. Ser louco é fazer sempre a mesma coisa, da mesma maneira, e querer obter resultado diferente, entretanto diariamente observamos a insanidade comandar a rotina paralisante na vida de muitas pessoas. É preciso estar aberto às mudanças; é preciso desbloquear e dar vazão ao fluxo da vida. Busque um sentido para sua vida e a direção a seguir ficará mais clara e visível para você. Se você tem uma meta, um sonho grandioso, tudo começa a fazer sentido

para você, e você passa a amar-se a si mesmo cada vez mais.

Administre bem o seu tempo, pois, tempo é um bem insubstituível, se você não tomar conta da sua vida, certamente alguém irá tomar conta por você. O dia a dia de todas as pessoas é bem parecido, o que faz a diferença são os pequenos detalhes. É bem verdade que o hábito faz o monge. Cuide-se, pois o tempo não para, não volta mais, o dinheiro é algo muito importante quando bem utilizado, entretanto, saiba que dinheiro algum será capaz de nos fazer recuperar o tempo perdido e mal utilizado. Divirta-se mais, mas também ame e perdoe

mais, a si mesmo e aos outros. E utilize com sabedoria seu dinheiro e seu tempo! ■



*Nelson Tanuma é diretor da empresa VITA (Educação Empresarial), pós-graduado em Desenvolvimento do Potencial Humano nas Organizações pela Faculdade de Psicologia da PUC, e ministra cursos e palestras pelo CIESP/FIESP, SEBRAE-SP, Fundação Bradesco, UMC, Universidade Corporativa da ACMC e outras Organizações. www.nelsontanuma.com.br

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Close Up San Diego

by Victor Gutierrez



Singer Josias Santos from Rio with Friends Linda and Chris.



"Seu Jorge" during a conversation with us & promoter Cristine Portela.



Desiree, Mimi and friends at Brazil By the Bay Restaurant.



Luciana from São Paulo with her friend Fernanda, owner of Acai Market.



"Carioca" beauties from Rio: Mary Santos (left) and Carol & Daniele (right).



Marquinhos celebrating his birthday around Brazilian beauties of SD.



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San Francisco Highlights

Noites Brasileiras

Toda **primeira sexta-feira** de cada mês o Som Bar, em San Francisco, promove a noite Braza, festa brasileira comandada pelos DJs residentes Vanka & Elan e convidados especiais. Vale a pena conferir a agenda de eventos da casa: www.som-bar.com. E no **primeiro sábado** de cada mês eh a vez da noite eletrônica com ar alternativo do melhor do house com um swing brasileiro do "Sloane na 1525 Mission St. apresentando o DJ brasileiro Lucas.



Olodum Agitou São Francisco

No mês de setembro, o Olodum marcou presença também em San Francisco em uma turnê que incluiu shows em Santa Cruz, Los Angeles e New Mexico e que comemora os 20 anos de carreira internacional da banda baiana com fama nos quatro cantos do planeta. O show foi realizado no Palace of Fine Arts Theatre durante o SF Jazz Festival e incluiu músicas como "Faraó", "Protesto Olodum", "Requebra" e "Rosa" que fizeram parte do estrondoso sucesso da banda nessas duas ultimas décadas.

Vivendo nos EUA, não sobrevivendo



Fundada em 2008, a Brazilian Alliance é uma organização sem fins lucrativos que atua no desenvolvimento de comunidades de língua portuguesa residentes na Bay Area. Sua principal missão é oferecer recursos e serviços Jurídicos, Educacionais, de Assistência Médica, Direito Familiar e Tradução para os brasileiros e lusófonos - por meio de trabalho colaborativo e de alianças com organizações comunitárias em nível internacional, federal, estadual e local. De acordo com Adriana Palmeira, fundadora da organização, "A Brazilian Alliance foi criada com objetivo de ajudar e apoiar estes indivíduos a se tornarem líderes de suas próprias vidas, ao ponto de serem considerados bem-sucedidos, tendo uma vida completa nos Estados Unidos, estabelecendo e honrando metas de crescimento de vida, ao invés de apenas 'sobreviver'".

A Brazilian Alliance conta com doações financeiras para que continue realizando o trabalho em prol das comunidades de língua portuguesa residentes da Bay Area. Acesse o site www.brazilianalliance.org para mais informações.



Glaucia Macedo Mansour, 35 anos, Goiana

Profissão: Cabeleireira e dona do Salão Le Parri, em San Rafael

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O que mais sinto falta do Brasil, além da família é: "O clima da noite no Brasil, de sair para os barzinhos. Aqui nem tenho muito tempo pra isso".

O que mais amo na Bay Area é: "A paz e a beleza de Marin County. Me sinto segura morando aqui".

- E você, "Por que ama São Francisco?"

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