

FOR IMMEDIATE RELEASE

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Celebrate Brazilian “Gaucho Day” at Fogo de Chão

Fogo de Chão honors Gaucho Day with a complimentary dessert to guests who

say “Happy Gaucho Day!” to gaucho servers

Every year on September 20th in southern Brazil, schools and businesses close as the origins of gaucho culture are remembered and honored, and love for the land is reaffirmed. To celebrate, a lively festival of song, dance, and culinary customs takes place all week. The gauchos, known as southern Brazilian Cowboys, maintain ideals of freedom and equality as a part of their lifestyle that is modeled after the gauchos of the past who fought in the Farroupilha Revolution. This important day is a symbol of the courage and bravery of the people who fought in the war.

“This day celebrates the deep origins of our gaucho culture, and we’re proud to share it with our guests in the United States.”

–Vitor Melchior, Head Gaucho Chef of Fogo de Chão in Beverly Hills

Starting Sunday, September 15 through Friday, September 20, during lunch or dinner, Fogo locations across the U.S. will celebrate Gaucho Day. Diners will receive a complimentary dessert from the menu when they say “Happy Gaucho Day” to their servers or gaucho chefs. On Friday, Gaucho Day, Fogo will be giving away dinner for four with a private kitchen tour to one lucky Facebook fan at facebook.com/fogorestaurants.

Fogo’s 16 signature cuts of perfectly grilled meats are sliced from roasting skewers and carved tableside by Brazilian-trained churrasqueiros or gaucho chefs. Specially cut to each guest’s preference, diners may choose from grilled beef, lamb, pork, chicken, and sausage. Along with a 30+ item gourmet salad bar, southern Brazilian side dishes, such as warm cheese bread, garlic-mashed potatoes, crispy polenta, and caramelized bananas, are served family style.

*In Scottsdale and San Diego, your complimentary dessert may be substituted for a guarana Brazilian soda. In Miami, your dessert may be substituted for a Caipirinha cocktail or guarana Brazilian soda.

*Valid with purchase of lunch or dinner. Not valid with any other offer. Valid 9/15 – 9/20. Must be 21 or older to consume alcoholic beverages.

About Fogo de Chão

Fogo de Chão® Churrascaria - Brazilian Steakhouse was founded in 1979 in Porto Alegre, Brazil and expanded into the U.S. in 1997. There are currently 20 locations throughout the United States and eight locations in Brazil. Further expansion is planned for 2013 including New York City, Rosemont in the Chicago metropolitan area, and Sao Paulo, Brazil; San Jose to follow in 2014. For more information, please visit www.fogo.com.



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Celebrate Gaucho Day all week long from September 15th to September 20th. Fogo de Chão's gaucho chefs use churrasco-style cooking techniques created by the authentic gauchos in southern Brazil!



Enjoy Fogo de Chão® signature Papaya Cream, made from a blend of papaya fruit and vanilla bean ice cream. Top it with Crème de Cassis liqueur for a perfect end to a wonderful meal.

Fogo de Chão gaucha chefs are available to do authentic grilling demonstrations and prepare desserts for Gaucho Day.



Celebrate Gaucho Day all week long from September 15th to September 20th with a complimentary slice of irresistible Turtle Cheesecake.

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