

Cachamate starts a regionalization plan in Córdoba with a special promotion

During July, with the purchase of two packages of Cachamate yerba mate, the third package will be free of charge. Consumers will be able to combine their purchases among the different varieties of yerba mate. The promotion will be active in a wide network of stores in Córdoba Capital, Jesús María, Villa Carlos Paz, Río Tercero and Alta Gracia.

Buenos Aires, June 22, 2023 — Cachamate, the leading company in the production and commercialization of yerba mate products, started a regionalization plan and announced its arrival in Córdoba with a special promotion that offers consumers the opportunity to obtain their infusions at a more accessible price and with a range of different varieties and flavors.

The "super promo Cachamai" is a unique and exclusive offer for the province of Córdoba, which will allow Cordobeses to buy two 500-gram packets of yerba mate and get a third packet as a gift, in a real 3x2 deal.

One of the hallmarks of the brand is its wide portfolio of herbal yerba mate, so the company decided that in this promotion consumers will be able to combine their purchase by choosing among different varieties.

The promotion includes the brand's classic yerba mate: Hierbas Serranas (Mountain Herbs) and Hierbas Digestivas (Digestive Herbs). The initiative also includes the most recent novelties: Hierbas Serranas with lemon verbena and the latest launching, unique in the market, Cachamate with coconut.

Cachamate's proposal for Córdoba's mate drinkers will be available in a wide network of stores and will be in force throughout July in Córdoba Capital, Jesús María, Villa Carlos Paz, Río Tercero and Alta Gracia.

To support this initiative, the brand will carry out activations in several points of sale during the weekends of July. Those who visit the stores will be able to participate in games, answer trivia questions and win prizes from the brand.

Cachamate, national company with a high innovative profile in the most consumed infusion by Argentines, reaffirms its desire to reach every corner of the country with its varied products.

Córdoba is only the beginning of the regionalization campaign that the company will start to deploy. For more information about the brand's products and promotions, please visit <https://www.cachamai.com.ar/> or [@cachamaioficial](https://www.instagram.com/cachamaioficial) #cachamaitehacebien.

About Cachamai:

One of the country's leading companies in the production of infusions with natural herbs. It has a history of more than 70 years and is recognized for being a reference in the innovation of ingredients to incorporate into their infusions.