



Frutty, the pure apple snack ideal for healthy eating at school

*Cachamai's snack becomes the perfect ally for families during the return to school. The benefits of a **100% natural** product made with carefully selected apples.*

Buenos Aires, March ... 2024 – The return to school in Argentina, where more than 6.7 million children and adolescents are attending school this year, poses a challenge for families and for students committed to maintaining healthy eating practices.

Access to healthy and natural food is an essential pillar to ensure the well-being and integral development of people and, fundamentally, of the new generations. According to the latest survey by Argentina's Indec (National Institute of Statistics and Census), more than 80% of students are aged between 4 and 14 years old.

In order to provide a solution for families and students, Cachamai is promoting the national distribution of its Frutty snack, launched a few months ago, which stands out in the market for being a 100% natural product, made with top quality apples, without added sugar, preservatives or colorants.

A crunchy and 100% natural snack

Frutty is more than just a crunchy snack. It is synonymous with eating fruit: it is made exclusively from dehydrated apples produced in the renowned Patagonian area of Alto Valle de Río Negro and Neuquén.

The carefully selected apples are cut into cubes and subjected to a careful process that is completed with dehydration in a hot air oven. This results in a snack that not only contains the necessary nutrients, but is also tasty and healthy.

Frutty offers two experiences: green apples and red apples. Both are an uncomplicated alternative, with no additives or artificial ingredients, no trans fats and gluten-free, suitable for any type of consumer, even those with dietary restrictions.



Where to get them?

Under the concept of Frutty al Cole (Frutty to School), the Cachamai snack is available throughout the country, either in wholesalers, supermarkets, kiosks, pharmacies and gas stations. It is also available at its online store.

Frutty keeps its commitment to bring to the market rich, nutritious and friendly products for the hectic routine of those who train, go to school or university or simply for those who opt for healthy alternatives and free of added ingredients.

For more information about this new initiative log on to www.frutty.com.ar or [@fruttyoficial](https://www.instagram.com/fruttyoficial) #Frutty.

About Cachamai:

It is one of the country's leading companies in the production natural products of excellence. It has a history of more than 70 years and is recognized for being a reference in yerba mate and infusions.