



Cachamai launched its traditional yerba mate

*The historical and emblematic company known for its infusions and healthy products presented its proposal of natural, high quality and unique flavor. **The details of the new product that came out to revolutionize the market.***

Buenos Aires, January 21, 2025.- Cachamai, the company with more than 70 years of experience in the production of natural infusions, launched its new traditional yerba mate, which stands out for its natural, high quality and unique flavor.

"The new traditional yerba mate is a tribute to our history and to all those who enjoy a good mate. With this launching, we seek to accompany our consumers in every moment of the day", highlighted Graciela Rastelli, CEO of Food and Beverage of Grupo Werthein.

The new proposal was presented to the public under the slogan "Yerba Mate and nothing else", to highlight its healthy differential thanks to its high content of antioxidants, minerals and vitamins, since it has no additives and is gluten-free.

Cachamai carried out an extensive and thorough development that included a market study that gathered feedback from consumers of traditional yerba mate. This is how the new product was defined, which is achieved by selecting the best land for cultivation and the best leaves, which are then dried and subjected to a careful natural aging period that lasts 24 months to achieve a unique mild flavor profile.

In addition, its low powder content grind satisfies the preferences of the most demanding consumers. It is an ideal product for those who enjoy a good mate, with a perfect balance between body, flavor and smoothness.

The new traditional yerba mate arrived with a modern and eye-catching packaging, which reflects the company's evolution in the face of new trends in a constantly changing market. The packaging combines the yellow color with the traditional green that identifies Cachamai, and also includes tips to prepare the best mate.

"With the launching of this new yerba mate we reaffirm our commitment with the mate lovers who have been choosing us for more than 70 years and we get closer to the new generations that incorporate this Argentine tradition", added the CEO of the company.

About Cachamai:



It is one of the leading companies in the country 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.