



Cachamai presents at the Fiesta Nacional del Mate the new traditional yerba mate already sold in the country and exported to the USA, Europe and Mexico

The company chose the festival held in Paraná on February 7 and 8 to massively show its new yerba mate. It will have a stand where it will offer samples of the newest product of the year for mate lovers.

Paraná, Entre Ríos, February 7 - This weekend, Paraná will receive tourists from all over the province and the country for the 34th edition of the Fiesta Nacional del Mate, which will summon nationally renowned artists and where they will learn about the latest trends in the most popular infusion among Argentines.

The Fiesta Nacional del Mate, to be held on the 7th and 8th promises two days full of music, tradition and culture. The event will have four stages, national artists and a high local participation, as well as the traditional Cebadores Contest with important prizes.

Mate is a very popular traditional infusion in Argentina, Uruguay, Paraguay and southern Brazil, but thanks to the promotion of international exponents such as soccer star Lionel Messi and Formula 1 driver Franco Colapinto, it is now gaining ground in other countries around the world.

The consumption of mate has also spread to other countries thanks to its energetic and antioxidant properties; besides, new varieties of yerba mate and different ways of preparation have emerged, adapting to consumers' preferences.

Cachamai, a company with 70 years of experience in the production of yerba mate and teas, will present at the Festival its new traditional yerba mate (without added herbs) recently launched in the domestic market and which has already reached the United States, Europe and Mexico, and could soon go to destinations such as Thailand and New Zealand, opening new markets for the Argentine added value.

"The new traditional yerba mate is a tribute to our history and to all those who enjoy a good mate. With this launch, we want to keep our consumers company at every moment of the day," said Graciela Rastelli, CEO of Cachamai.

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.

"With the launch of this new yerba mate we ratify our commitment to 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 company's CEO.



In addition to the shows, the event will feature a commercial and cultural space dedicated to mate, with more than 35 entrepreneurs, artisans and yerbateros, as well as a mate patio with talks linking mate with literature, gastronomy, history and sports. There will also be a business round with yerbateras and the local private sector.

As regards gastronomy, 34 clubs of the city will be in charge of the food court, offering food and beverages at affordable prices, allocating the proceeds to their social, sports and cultural activities. There will also be stands of gastronomic entrepreneurs and food trucks.