



## **Over 30 thousand people visited Cachamai's stand at La Rural and tasted the new yerba mate tradicional.**

*Cachamai, with its infusions and its healthy snacks line, was the protagonist of the Exposición Rural with a stand that connected with the public through closeness and enjoyment.*

Buenos Aires, July 29. More than 30,000 people tasted and bought the new yerba mate tradicional launched by Cachamai at the beginning of the year at the brand's stand at the 127th edition of the Exposición de Ganadería, Agricultura e Industria Internacional at La Rural in Palermo.

The event, which attracted more than one million visitors, featured a warm and innovative proposal by Cachamai and its line of healthy snacks Frutty, reaffirming its place at the table and in the lifestyle of those who choose natural and functional products.

During the days of the exhibition, the brand had its own stand that allowed it to show its variety with its exclusive herbs and teas, its 100% natural snack Frutty, special promotions, games, surprises and news about its upcoming proposals on healthy eating, as well as its renewed universe of flavors and advantages.

Throughout the nearly two weeks, the brand distributed samples of the new yerba mate tradicional, which stands out for its mildness and more than 24 months of aging.

"Expo Rural represents a meeting point with thousands of people who already know us and with many others who are coming for the first time to try our products. We love that face-to-face contact," said Mariángeles Perissinotto, Cachamai brand manager.

"With Frutty we want to add real and accessible options for those who want to take care of themselves without the hassle. It is fruit, and nothing more. The reception at the fair was excellent, especially among families and young people who value something simple and natural", said Perissinotto. Its presentation in different flavors prompted visitors to rediscover the concept of a healthy, practical and tasty snack to carry in their backpacks.

In addition to tastings and direct sales, with very good special deals on products, the stand became a space where visitors could breathe wellness, closeness and connection with nature, pillars that define the brand's spirit.



In the universe of flavors, daily enjoyment and the search for more conscious habits, Cachamai and Frutty stood out with a genuine proposal aligned with the new patterns of consumption.

"Being at La Rural allows us to remain close to those who choose us every day. We are a brand with history, but with a modern look, mindful of what is coming", concluded Perissinotto.

As part of Grupo Wertheim, Cachamai shared its presence at the exhibition with other companies of the holding, such as DIRECTV, leader in connectivity and entertainment in Latin America, and DGO, its streaming and live TV platform, which had their own spaces and interactive activities in the Pabellón Verde.

**About Cachamai:**

*Cachamai is one of the country's leading companies in the production of infusions with natural herbs. It has a history of over 70 years and is recognized as a leader in the innovation of ingredients to incorporate into their infusions.*