

Cachamai expands its presence in the mass market with new fruit bars and biscuits

Graciela Rastelli, CEO of the Food and Beverage business unit at Grupo Wertheim, revealed details of the strategy with which the historic Cachamai brand is consolidating its position in the mass market segment, with proposals for the domestic and international markets.

Buenos Aires, 24 September 2025 - The iconic natural infusion brand Cachamai has launched 100% fruit biscuits and bars, among other new products to be revealed shortly, to compete strongly in the mass market segment.

Graciela Rastelli, CEO of Grupo Wertheim's Food and Beverage unit, stated their decision to launch new products and strengthen their presence in international markets.

With over 70 years of experience, Cachamai began a new phase in 2024 with the aim of diversifying their offering and connecting with new generations. "Consumer loyalty is an asset that transcends generations. Today, we are expanding our portfolio with products that respond to current demands," said Rastelli.

The starting point for this new phase of expansion was the development of a traditional yerba mate, produced after a year of work in the company's own laboratory, Cachalab. The product, with its mild flavour and high quality, is already being exported to countries such as Chile, the United States, Germany, Japan and Vietnam, where it was already promoted by a local influencer.

The brand's renewal also included a redesign of its image and packaging, marking the beginning of a new identity for it. 'We have managed to connect with consumers who are looking for natural, healthy and tasty products,' said the CEO.

Cachamai also broke into new categories with the Frutty brand. Among the new products are 100% fruit soft bars, which are unique in the Argentine market, crunchy bars with dried fruit, and healthy cookies.

The fruit-based products are made with dehydrated fruit from the Alto Valle de Río Negro.

The company's international strategy is also gaining momentum. The company participates in key trade fairs such as AGAS in Brazil and Anuga in Germany, and is evaluating its presence at Gulfood in Dubai, with the aim of establishing itself as a global leader in healthy foods.

'Innovation is central to our proposal. We want to offer high value-added products that respond to market trends,' concludes Rastelli.