

## **Cachamate took the "Mate en la Escuela" initiative to an educational institution of Posadas, Misiones**

**Buenos Aires, October xx, 2023** — Cachamate, the leading company in the production and marketing of yerba mate products, visited the Escuela Provincial de Educación Técnica N° 1 UNESCO located in Posadas, Misiones, to share with fourth grade students the "Mate en la escuela" (Mate at School) day.

The initiative, promoted by the National Yerba Mate Institute (INYM, by its acronym in Spanish) to promote healthy habits among young people and the pedagogical value of the yerba mate activity, has the support of the company Cachamai, which through its brand Cachamate brought mates and different variants of yerba mate (herbal blend, flavored and functional varieties) to this educational institution for students to enjoy both mate and tereré while they study.

For more than two hours, students, teachers, members of the company and of the National Yerba Mate Institute socialized and learned a little more about the yerba mate industry, its history and the importance of this economy for the region.

Cachamai is one of the largest yerba mate producers in Argentina, with more than 70 years of experience in the production of yerba mate and teas with the best herbs. The company, which has production plants in the provinces of Misiones, Santa Fe and La Rioja, in addition to the administration in the Federal Capital, is a pioneer in 100% natural and unique products in the market, taking care of the health and welfare of consumers.

During the "El Mate en la Escuela" event, the Cachamate brand displayed its herbal blend divided into Hierbas Serranas; Hierbas Serranas con Cedrón; Hierbas del Litoral; Hierbas Digestivas Manzanilla; Hierbas Digestivas Boldo; Hierbas Pampeanas; Yerba Mate Selección and its line of flavored products, including Yerba Mate with Coconut and Yerba Mate with Orange.

It also presented its functional line comprising Yerba Mate Siluet Plus, a balanced blend of herbs of origin, and Yerba Mate Tradicional, without added herbs.

**For more information about the brand's products and promotions, please visit <http://www.cachamai.com.ar> or @cachamaioficial #cachamaitehacebien**

### ***About Cachamai:***

It is one of the country's leading companies 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 innovation of ingredients to incorporate to their infusions.