

# Frutty, the new healthy snack that will revolutionize the food market.

*Cachamai's new product is a 100% natural apple-based snack, free of front labels and without any kind of additives for anyone to eat. Eating Frutty is eating apples, with the practicality of a product that adjusts to the consumer's needs.*

**Buenos Aires, August XX, 2023** — Cachamai, a brand that invests in the production of natural products, launched a novelty that will revolutionize the food market: **Frutty, a healthy snack made with just apples and nothing else**, without any other ingredient, which is a new way of eating fruit.

The snack comes in two varieties: red and green apple; and with presentations of 18 grams, 30 grams and 100 grams.

Fruit consumption is key to health because it provides essential nutrients, vitamins and minerals for the proper functioning of the immune system.

With Frutty, the company Cachamai has managed to integrate a healthy way of incorporating fruit into the daily routine with a rich and practical option.

Ideal for children and adults to consume at any time of the day as well as for those who do sports and lead a healthy life, Frutty does not contain front labels nor other added ingredients, since it is made from natural fruit. In addition, it contains no trans fats and is gluten-free, which makes it suitable for any type of consumer.

The dehydrated apples used to make Frutty come from Patagonia, Argentina, and meet the highest quality standards.

The apple peels, core and seeds are used in their entirety for the production of other foods, such as vinegar, juices, ciders and apple jams, in sustainable production lines.

With this launching, Cachamai reaffirms its strategy to be an integral food company that is committed to national production and innovation in pursuit of the company's regionalization. For more information about this new initiative log on to [www.frutty.com.ar](http://www.frutty.com.ar) or @fruttyoficial #Frutty.

## **About Cachamai:**

One of the country's leading companies in the production of natural products of excellence. It has a history of more than 70 years and is recognized for being a reference in yerba mate and infusions.