

## SMEs EXPORT

### Argentine Technology and Innovation



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#### Exporting Potential

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## CULTIVATE LA BUENA VIDA S.A., Argentine premium tea



Located in the city of Río Cuarto, province of Córdoba, Cultivate La Buena Vida SA is one of the most remarkable Argentine companies in the production of tea blends, yerba mate, and fruit infusions. The company is renowned for its commercial brand “Cura Té Alma.”

Among its most outstanding products are loose-leaf tea and yerba mate blends, herbal teas or tisanes, tea bags, fruit infusions, and yerba mate coarse grinding.

**Cura Té Alma has been recently exporting to the Netherlands, Germany, and Uruguay, and it is currently seeking to expand its presence with its yerba mate blends, teas, and yerba mate coarse grinding in Chile, Mexico, Peru, and France.**

Through the Innovate to Export Program, INTI has assisted the company in different areas of production in order to prepare it for international expansion. This program provides coordinated and specific technical assistance to meet the requirements arising from the analysis of international markets.

“We offer a product that is in high demand in the world because its flavor and aroma are subtle, because it is innovative, and because we have designed yerba mate and tea blends for cup infusion. This way, we conquer the consumers’ palate, which is captivated by the combination of flavors,” reflects Belén Avico, CEO and founder of Cura Té Alma.

**With Kosher and gluten-free certifications, the company produces about 8,000 units per month, and it plans to double its production capacity by 2023. In 2021, it grew 60% in volume and plans to outgrow double digits by 2022.**

All blends are sold in different packaging presentations: 20 g mini-packs, 50 g packs, 50 g cans, 50 g and 100 g bags, and 600 g cans. Yerba mate is sold in 500 g packs.

**“Cura Té Alma stands out on national and international shelves because we offer a great Argentine premium tea.** The brand adds value to the tea and yerba mate grown in the province of Misiones, enhancing both with flower and red fruit harvests from our Patagonia, as well as herbs from our low mountain ranges in the province of Córdoba, so we create special combinations of such ingredients.

“We have made important investments in our plant in Río Cuarto and we are highly prepared to face international demands,” adds Ms. Avico.

In 2014, she was recognized as Female Entrepreneur of the year by the Argentine Confederation of Medium-sized Companies (CAME). Later on, in 2018, she was distinguished as an outstanding entrepreneur by the newspaper *La Voz del Interior*, and was awarded the International Projection Prize by the Federation of Official Chambers of Commerce of Spain in Europe, Africa, Asia and Oceania (FEDECOM). Last but not least, in 2019, she was awarded the Entrepreneur of the Year Prize by *Punto a Punto magazine*.

“We are chosen because of our quality, because we make a difference through the use of noble ingredients, combining unique flavors and creating blends that linger long on the palate and the senses. Each blend is assigned a virtue that helps to identify the sensation it brings with it, so each one of them is named differently. For example, among others stand the blends we call ‘Passion Fruit - Enchantment’ or ‘Sweet Sunset - Contemplation.’

“It’s not just about having a cup of tea or drinking mate; opening a Cura Té Alma is opening your heart to new emotions,” concludes Ms. Avico.

• **HS CODE (NCM)**

-0903.00.90.100H / Yerba mate in immediate packings not exceeding 3 kg (R.967/99 MEYOSP<sup>1</sup> ).

-0902.10.00.000K / Tea whether or not flavored - green tea (not fermented) in immediate packings not exceeding 3 kg. Green tea (not fermented) in immediate packings not exceeding 3 kg.

-0902.30.00.900M / Tea, whether or not flavored - black tea (fermented) in immediate packings not exceeding 3 kg.

-2101.20.20.900P / Yerba mate - extracts, essences, and concentrates of tea or yerba mate, and preparations with a basis of extracts, essences, and concentrates or with a basis of tea or yerba mate.

Extracts, essences, and concentrates of coffee, tea, or yerba mate, and preparations with a basis of these products or with a basis of coffee, tea, or yerba mate; roasted chicory and other roasted coffee substitutes and extracts, essences, and concentrates thereof.

-0902.30.00 / Tea, whether or not flavored - black tea (fermented) and partially fermented tea, in immediate packings not exceeding 3 kg.

(For more information on the Innovate to Export Program, please contact: [innovarex@inti.gob.ar](mailto:innovarex@inti.gob.ar)).

<sup>1</sup>Argentine Ministry of Economy, Public Works and Services.



## CABRALES S.A., a coffee that awakens your senses



From the city of Mar del Plata, in the province of Buenos Aires, Cabrales SA has been producing different types of coffee, tea, yerba mate, sugar, and sweeteners since 1941.

**The firm has a production capacity of 500 tons of coffee**, including dark roasted (with added sugar), roasted, ground, and soluble coffee, as well as coffee capsules. It also produces tea and yerba mate bags, and sugar and artificial sweetener sachets. **Today the company exports 4% of its coffee production to Uruguay, Chile, Paraguay, and Bolivia and wishes to expand its international presence in markets from other Latin American countries and the United States.**

In recent years, Cabrales has managed to revamp its brand identity in order to align with current trends. In 2019, it started producing new specialty coffees, which are distinguished by their exceptional quality beans. The new product line of origin coffee presented its Kenyan, Nicaraguan, Costa Rican, and Colombian versions under the name of “Cosechas del mundo” (World Harvests).

It also launched the Espressoarte Cabrales line of capsules in its Brazil and Costa Rica varieties, compatible with internationally renowned brands. To venture further afield, Cabrales capsules were launched in Espresso, Lungo, Cortado, and Cappuccino versions, also compatible with leading brands.

The company is currently working together with INTI on the development of a 4.0 technology in its two plants to improve the productivity analysis for each of its lines and, based on this, plan progress actions.

“We are a family business with an 80-year trajectory in the market, which started with coffee roasting and managed to become an important part of the Argentine coffee consumption identity. We have pioneered the import of coffee from Colombia and we have always fueled new consumption trends,” reflects Mariano Gagey, plant manager at the firm.

“Now in our third generation, we keep updating ourselves according to the new trends and investing in new technologies and business expansion,” he adds.

**Cabrales was one of the first Latin American companies to obtain the highest international certifications in applying the HACCP (Hazard Analysis and Critical Control Point) approach. The firm also obtained the ISO 9001:2015 certification, and both its plant and products are 100% gluten-free,** certified and audited by the food safety authority (Bromatología) and the Central Public Health Laboratory of La Plata, Buenos Aires.

**The company is also authorized to offer coffee from Rainforest Alliance certified farms, such as Cabrales coffee and exclusive blends,** which proves its commitment to eco-friendly products and agricultural communities.

**In addition, Cabrales obtained the kosher certification** for the following products: Cappuccino Coffee, Milk Chocolate, Lemon Tea, Mac Kinley Tea, Big Ben Yellow Tea, Big Ben Lilac Tea, Apple Cinnamon Tea, 4-Red Fruit Tea, Mac Kinley Green Tea, YerVita, Tertiary brand yerba, Herbal Blend, Chamomile, Peppermint, Boldo, and Linden.

• **HS CODE (NCM)**

- 0901.21.00.919P / Ground roasted coffee
- 0901.21.00.910B / Coffee beans
- 0901.21.21.00.919P / Ground coffee roasted (with added sugar)
- 090101.21.00.919P / Coffee in bags
- 0903.00.90.100H / Yervita
- 0902.30.30.00.100U / Tea
- 2101.11.10.910F / Soluble coffee
- 1701.99.00.000H / Sugar in sachets
- 0901.21.00.911X / DG comp capsules
- 2101.11.10.910F / Cappuccino
- 0901.21.00.911X / Nes comp Capsules
- 2106.90.90.400X / Sweetener

**PRODUCTORES DE YERBA MATE DE SANTO PIPÓ S.C.L., one of the major players in a globally growing market**



Productores de Yerba Mate de Santo Pipó SCL is a cooperative of yerba mate growers founded in 1930 by a group of Swiss immigrants who settled in the town of Santo Pipó, province of Misiones. **Under the brand name Piporé (in Guaraní, “foot, hands and footprint”), it is now one of the ten largest yerba mate companies in the country and one of the top three exporters worldwide.**

Under the Food Safety GMP certification from IRAM<sup>2</sup>, Piporé has a wide portfolio of yerba mate products that adapt to different palates and forms of consumption. Among these are the following: Classic Traditional, Mild Classic, Sublime, Coarse Grinding, Herbs, Orange flavored, Special, Tereré, Ready-Made Tereré, Mulita, Mate Tea (mate cocido), and some specific products for export to the Arab market, such as the half- and quarter-kilo pressed presentations of Red Piporé and Green and White Piporé.

**“We are one of the largest yerba mate cooperatives with a long export history and a solid brand presence throughout the Arab market.** Our market penetration regarding yerba mate and Piporé in Middle Eastern countries has been so successful that even consumers from that community drink mate in their everyday life and look for Piporé yerba mate, even if they live in a different country. Part of our exports to the world (USA, Europe, Oceania, and Africa) is intended for consumers from the Arab culture, and to this end we have adapted our products to their particular tastes, even in terms of packaging and presentation,” comments Carlos Coppoli, the company’s business manager.

INTI has cooperated with the company over time, providing assistance in trainings and the assessment of the yerba mate drying processes in order to define new objectives and optimize performance and quality.

**Piporé has been exporting Yerba Mate since the 1960s. It is currently one of the three main exporters of yerba mate in Argentina, sending abroad about 50% of its production. It was the first Argentine yerba mate exporter to India. Always looking for**

<sup>2</sup>Argentine Normalization and Certification Institute.



**new markets, the cooperative’s main operations are geared to the Middle East, Chile, Canada, the United States, and Europe.**

“We work to be chosen in terms of quality, so that consumers can find in the Piporé product line the appropriate solution to their palate and consumption habits at an affordable price. In other words, we offer an excellent value proposition. We *are* mate, we are our land. We are one of the leading brands, which is an extremely important recognition for our name,” Mr. Coppoli concludes.

• **HS CODE (NCM)**

-0903.00.10 / Yerba Mate



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• **International technical cooperation**



Through the Argentine Fund for South-South and Triangular Cooperation (FOAR) of the Ministry of Foreign Affairs, between 2022 and 2023 the project “Capacity building in industrial measurements and legal metrology” will be jointly executed with the Mexican National Metrology Center (CENAM).

This technical cooperation initiative is aimed at strengthening INTI’s capacities and skills for technological extensionism in industrial metrology, with the advice from the CENAM.

The CENAM has managed to capture and diagnose the demands of the private sector

• **INTI’s capabilities for international markets**



INTI promotes the transfer of technologies and the sustainable, comprehensive development of industries at the federal level with technologies that improve the agro-productive and agro-industrial value chains, boosting the capabilities of each productive ecosystem.

In this regard, in recent years, training in good manufacturing practices for food handling has been carried out throughout the province of Misiones, with special emphasis on the yerba mate industry in collaboration with the National Institute of Yerba Mate (INYM). In addition, SMEs from this sector have been trained in management technologies for continuous

regarding metrology services through a newly developed methodology, from which INTI wishes to nourish, putting a project team together to adapt it to the local context. The development of metrological capabilities is key to quality and industrial innovation.

In turn, INTI will transfer its extensive experience in the development and implementation of a national legal metrology network in Argentina to CENAM.

This knowledge exchange will contribute to enhancing INTI's capabilities to cater for the national industry and thus foster industrial competitiveness and exports.

improvement. Also, important work has been done to typify tea regarding its chemical composition, bioactive compounds, and sensory characteristics to further determine its quality, taking into account international standards. Assistance was also provided on drying processes for the production of Argentine yerba mate.

Among the analytical determinations carried out, the most important are antioxidant activities and polyphenol contents of the different types of tea. This enables the development of innovative, functional, and healthy foods with added value because of the benefits they have on human health. One option is the micro-encapsulation of tea to include it in other preparations, a method that is being developed globally for tea extracts, for example, in bread, yogurts, and beverages. Another possible application is the tea-based micro-encapsulates for the pharmaceutical and cosmetic industries.

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## INSTITUTIONAL RELATIONS AND COMMUNICATION

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