



INTI

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INFUSIONS

SMEs EXPORT

Argentine technology and innovation



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CONTENTS



Infusions

EDITORIAL

Page 5

KLIMIUK INFUSIONES Teas and yerba mate that reflect a firm commitment to quality and sustainability

Page 7

YERBA MATE KALENA A journey to the origin of the flavor of yerba mate

Page 10

KAERIYAMA Missionary tea and Japanese culture come together in an international product

Page 13

ARAI SA The boutique yerba mate that defies industry standards

Page 16

INTERNATIONAL COOPERATION

Page 20



Editorial



For those of us who work at the National Institute of Industrial Technology (INTI), it is a constant challenge to adapt to the different productive sectors we attend. Each one has a different way of operating, with its own logic and methodologies.

There are some productive sectors that, although operating far from our service center, sustain traditions, regional economies and a growing international projection. This is the case of **tea and yerba mate production** in Argentina. With deep roots in the national culture, these industries not only supply domestic consumption, but also represent the country in global markets.

In a context where traceability, sustainability and quality are key to accessing new markets, it is no longer enough to harvest and process innovation is the only way to ensure competitiveness.

At INTI we work side by side with producers and processors, accompanying them at every stage of the process to ensure that each leaf and each sprout meet the highest standards. Our commitment goes beyond technical assistance: we seek to strengthen the sector, add value and enhance the development of regional economies.

In the tea sector, we lead the characterization of Argentine tea, a key task to access new international markets. We collaborate with companies in the improvement of production processes and the implementation of energy efficiency solutions.

In relation to the production of yerba mate, we developed studies on different types of burners and biomass used and worked on the optimization of drying and processing procedures.

We also support laboratories in the sector, promoting the development of the first interlaboratory for the analysis of yerba mate, which included eight physicochemical determinations.

INTI offers a comprehensive technological proposal for the infusion sector. At our Center in Misiones, we have a laboratory specialized in physicochemical and microbiological tests of tea and yerba mate, which will soon expand its capabilities with technology for agrochemical analysis, such as chromatography.



We also provide technical assistance in the implementation of food safety systems, including GMP, HACCP, FSMA Law, FSSC 22000, and Alimentos Argentinos Sello audits.

In addition, we offer services for the improvement of energy efficiency, the use of renewable energies, biomass utilization studies and redesign of production processes (plant design, layout, etc.).

Finally, we provide the sector with a complete package of management technology tools, based on the principles of Japanese production, aimed at improving the productivity and competitiveness of companies.

In short, across the entire productive spectrum, and particularly in these traditional consumer goods, the Institute provides an ever-growing range of services aimed at promoting, assisting and innovating in regional industrial and technological development.

Eugenio Micucci

Technical Director- INTI NEA ESTE



KLIMIUK INFUSIONES



Teas and yerba mate that reflect a firm commitment to quality and sustainability



To talk about Klimiuk Infusiones is to immerse yourself in a story of tenacity, heritage, and a relentless pursuit of distinction. Founded in 1970 by Vicente Klimiuk and Elsa Catalina Kozachek in the heart of Misiones, this family business grew from a modest collection center to become one of Argentina's leading tea exporters.

Today, with a presence in twelve countries and the ambition to expand to new markets such as Kuwait, Saudi Arabia and Egypt, it is an unavoidable reference for those seeking quality, innovation and sustainability.

"In 2001, during the severe crisis that affected Argentina and paralyzed many productive units, we had abundant raw material and decided to bet on adding value. That is how we started to industrialize our own tea," recalls Jonathan Klimiuk, the company's manager. That decision, taken during uncertainty, was the starting point for the company to evolve into what it is today: **a firm with 1,500 hectares of production and an export capacity that aims to reach 4,000,000 kilos this year.**



According to data from the Statista Consumer Market Outlook, China is the country that generates the most revenue from tea sales, followed by Brazil, India and Japan.



Its flagship product is black tea in different grades, which stands out for its flavor and exclusivity. “We are the only ones capable of replicating a blend of 100 grams to 24 tons without altering its flavor,” says Jonathan. This process, in a market where consistency is decisive, makes them incomparable.

The search for excellence is not just a slogan but a constant practice. To this end, the company has worked together with the National Institute of Industrial Technology (INTI) on various projects that have enabled it to improve its competitiveness and sustainability. **“We have carried out an analysis of the life cycle of tea, evaluating environmental impacts such as carbon footprint and water footprint. This has enabled the company to make decisions to optimize its production and improve its position in international markets,”** says Eugenio Micucci, INTI’s technical director in the NEA region.

The joint work has not only strengthened quality processes but has also consolidated its reputation as an environmentally responsible company. **“Thanks to INTI, today we can say that we produce with energy efficiency, and we are more competitive,”** Jonathan adds.

The uniqueness of its product distinguishes Klimiuk Infusiones, in addition to its trajectory and technology. Argentine tea is the southernmost tea in the world, grown in unique climatic conditions that give it an incomparable flavor. “Our black tea has a higher concentration of polyphenols, which makes it a product with a higher proportion of antioxidants than most of the international market. Those who drink it are literally enjoying youth in every sip,” Mayra Rolim, the company’s quality manager, proudly explains.

This combination of innovation and respect for the environment has made this brand a favorite of importers in the United States, Russia, Malaysia, the Czech Republic and Poland. But the company is not satisfied: “We want to conquer new markets such as the Middle East, where tea is a cult drink. We know that our quality opens doors for us,” says Jonathan.

The history of this family business is proof that perseverance and the ability to adapt are the key to success. But in business, as in life, there are no guarantees. “The difference between those who succeed and those who fall by the wayside is not only the quality of the product, but the ability to look at the horizon and dare to go further,” Jonathan concludes.



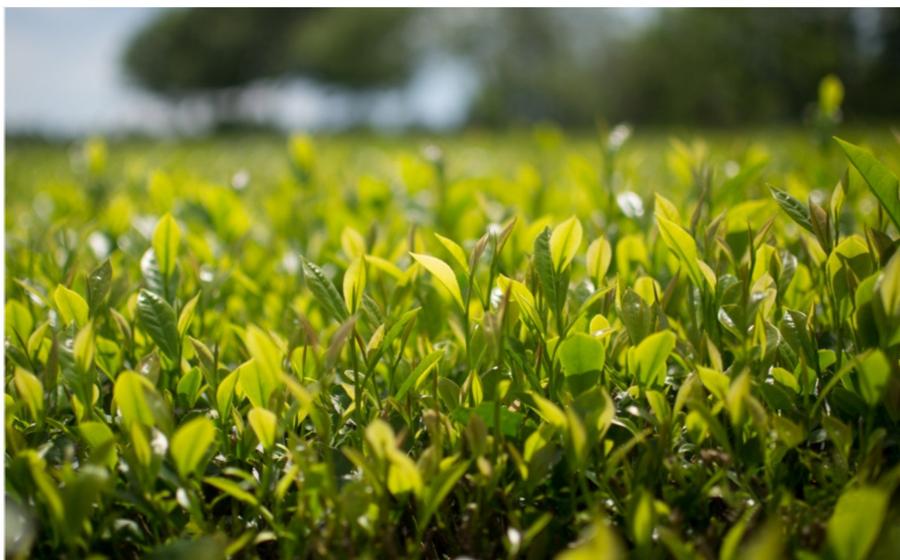
**KLIMIUK HERMANOS SA****Campo Viera, Misiones province**

Industrial production of yerba mate and tea

- Production capacity: 4,500,000 kilos of exportable dry tea. 5,000,000 kilos of canchada yerba mate.
- Production plant: 9.544m² for tea, and 4.300 m² for yerba

• HS CODE:

- 0903.00.90.900B / Yerba mate
- 0902.40.00.900B / Tea



YERBA MATE KALENA



A journey to the origin of the flavor of yerba mate



The red soil of Misiones is witness to a history of effort and tradition. Among plantations and a legacy that crosses generations, a yerba mate was born that not only preserves the authentic taste of the native peoples but has also become an emblem of quality and authenticity. Yerba Mate Kalena, produced by Establecimiento San Demetrio, is much more than a product: it is a story of resistance, innovation and passion for craftsmanship.

It all began in 1954, when Basilio Procopio, a descendant of Ukrainian immigrants, planted the first yerba mate seeds in the town of Tres Capones, province of Misiones. Over time, that small plantation became a family business that today has been in operation for more than 45 years. In 1977, Yerba Mate Kalena was officially born, in honor of the Kalyna flower (wind rose), a symbol that has been part of Ukrainian culture since ancient times and that evokes the cultural roots of the Procopio family.

But the big change came in 1968, when Basilio and his wife, Julia Inés Kozuszne, built their own “Barbacuá” dryer, a structure made with bricks they made themselves. “We are unique because we keep the history of the original yerba mate making alive,” explains Waldemar Procopio, owner of the company. **“Our Barbacuá drying process and natural aging for 12 months guarantee a noble and healthy flavor, just as the original people enjoyed it.”**



This traditional method of slow and natural drying became Kalena's hallmark: a yerba with a smoky, intense but mild flavor, without acidity or aggressiveness.

Over time, Kalena has remained faithful to its artisanal roots, but at the same time it has been able to adapt to the present day without losing its essence. Today, its product offering includes yerba mate, tea and mascabo sugar, produced under strict control standards. The gluten-free certification and the adoption of Good Manufacturing Practices (GMP) are testimony to the care with which each package of yerba is produced.

On the road to excellence, the collaboration with the National Institute of Industrial Technology (INTI) has been fundamental. Thanks to this partnership, Kalena has implemented the **HACCP system, a tool that will enable it to obtain the Alimentos Argentinos Sello certification, further ensuring the quality of its products.** Gabriel Schüler, technical agent of the Food Department of INTI's Northeast Argentinean region, emphasizes that the training provided has improved not only production processes, but also the commitment of each of the company's workers. "The road to quality is demanding, but when there is tradition and passion for what is done, the result is a product that stands out," he says.

"Our yerba is a journey through time, a return to the original flavors of mate," reflects Waldemar. It is not just a simple drink; it is the heritage of a family that has dedicated its life to the perfection of a product that honors the history of yerba mate in Argentina.

Yerba Mate Kalena is not only a leader in the local market but has also extended its international reach. Currently exporting to the European Union, Australia and Mexico, the company is looking to expand further. "Demand in Europe is very high," comments Waldemar. "Our products are ideal for consumers looking for healthy and authentic options."





At the end of the talk, Waldemar Procopio invites us to think about the future: “In a world that is moving towards industrialization, we choose to keep tradition alive. Each yerba mate leaf we produce is a tribute to our grandparents, to the land that saw us grow and to the flavors that connect us with our roots. What better legacy than to leave a mark that transcends borders but never forgets where we come from?”.

With a forward-looking vision, but with firm roots in the past, the company continues to grow and expand, taking its yerba to new destinations. “Our yerba represents a journey through history,” says Waldemar. “It is for those who seek pure flavors, free of acidity and for those who want to connect with the true essence of mate.”



PROCOPIO LAURA RAQUEL

Department of Apóstoles, Misiones province

Yerba Mate producer

-Production capacity: Yerba Mate 600,000 kg, Mascabo Sugar 800,000 kg and Tea 200,000.

-Plant: 1 ha covered

•HS CODE:

- 0903.00.90.100H / Yerba mate

KAERIYAMA



Missionary tea and Japanese culture come together in an international product



Kaeriyama represents a family legacy of almost a century, characterized by a continuous evolution and a firm commitment to excellence. From its origins, when harvesting was done by hand and processing was completely handmade, to the present day, the Japanese family in charge of this brand has been able to adapt and reinvent itself constantly.

For decades, its product has been marketed and distributed in bulk to be used as raw material in other industries. In 2011, the company opted to transform its business model by creating its own brand and offering a high-quality product for direct consumption. Thus, Kaeriyama was born, with the dual purpose of positioning Argentine tea in a specialty market and strengthening the industry with a sustainable approach.

Currently, the company offers two lines of production: industrial tea in strands, accessible, available in supermarkets and health food stores; and specialty tea, harvested by hand, with presentations in whole leaves. The latter product is aimed at tea houses, hotels and demanding consumers, both in Argentina and in international markets.



The exploitation of tea cultivation involves about 6,800 producers. There are 39,800 hectares of tea, of which almost 38,000 are in the province of Misiones; and about 1,800 in the province of Corrientes.

Source: www.inversionycomercio.ar



Taro Kaeriyama, leader of the company and fourth generation of producers, recalls the challenges they faced along the way: "Until 2012, our production was only in bulk, without our own brand. We realized that, if we wanted to grow, we had to differentiate ourselves. We bet on quality, identity and added value. That is how our artisanal tea was born, which opened doors for us in markets such as Europe, where consumers value the history and origin of the product".

The fertile soil and climate of Misiones generate ideal conditions to produce tea, which gives it an unparalleled superiority. This tea stands out for its exceptional chemical composition, especially for its high content of polyphenols, which act as powerful antioxidants. However, to stand out in the global market, it is not enough to have a product of excellence; it is necessary to have solid technical support and studies that back up its quality.

In this context, technical assistance from the National Institute of Industrial Technology (INTI) played a key role. Through rigorous physicochemical analysis, the chemical quality of the tea was evaluated, which improved its positioning and competitiveness in the market.

Noelia Brites, an INTI specialist, mentions the impact of this study by pointing out that 90 samples of artisanal tea from various companies, including Kaeriyama, were analyzed. Physicochemical parameters such as aqueous extract, crude fiber and polyphenol content, among others, were evaluated in these samples.

Polyphenols present in tea are bioactive compounds with antioxidant properties that originate naturally and are activated throughout the production process. When evaluating the green tea samples of this brand, optimal results were obtained with respect to their content. The tests showed high values of these compounds, highlighting the antioxidant properties that characterize this product.

As a result of these studies, the company was able to update its technical data sheet and meet the requirements of markets such as the European market, whose regulations are becoming stricter and stricter.





In 2022 and 2023, Kaeriyama's green tea was awarded by the prestigious Chinese tea school, Pei Chen Tea Palace, consolidating its place among the elite in the sector.

The company currently exports to Brazil and seeks to strengthen its presence in Europe and North America. "We want the world to know about Argentine specialty tea, which is not only of the highest quality, but also has a unique history behind it," emphasizes Taro Kaeriyama.

Kaeriyama means in Japanese "to return to the mountain", a concept that encapsulates his philosophy: to return to the origins, to the manual harvest, to the search for excellence without shortcuts.

"Our artisanal tea is a path of constant learning. Every year we improve the quality and that is reflected in the experience of those who consume it. We are a family business, we have been dedicated exclusively to tea for almost a century, and we believe that this history, this passion, is what makes us unique".

With INTI support, international recognition and a clear vision of the future, Kaeriyama continues to conquer markets, taking the flavor and identity of Argentine tea to every corner of the world.



Kaeriyama- JCK SRL
Oberá, Misiones province

Tea producers.

- Production plant: 2.785m²
- Annual production capacity: 1.400.000kg of raw material per season and 1.000 kilos of artisan tea.

• HS CODE:

- 0902.20.00.00 / green tea
- 0902.10.00.00 / green tea packed in presentation less than 3 kg
- 0902.40.00.00 / black tea
- 0902.30.00.00 / black tea packed in presentation less than 3 kg



ARAI SA



The boutique yerba mate that defies industry standards



Behind every mate there is a story, although few have stopped exploring it as Yesica Spaciuk has done. Her company, Araí, is not just another yerba mate brand; it is a discreet transformation that challenges industry standards with a single purpose: to recover the authentic flavor of mate, which has been fading due to accelerated processes and mass commercialization.

Since its birth, in 2016, as a simple multi-brand store, it has evolved to become an emblem of quality, knowledge and tradition. What started as a personal hobby of Yesica, who distributed yerba from her native Misiones to her friends in the province of Santa Fe, became a chain of stores with a unique proposal: boutique yerba mate, with customized grinds and natural parking for up to three years.

Quality and knowledge have become the basis of Araí. Each milling is designed with the consumer's experience in mind: from the first milling, extra smooth and without acidity, to the smoked Barbacué, with an intense and sophisticated profile. Araí's initiative addresses more than just yerba



mate. Yesica comments: “We want people to abandon the automatic habit of drinking mate and really savor it”. In their stores, customers can design their own blend, selecting from a variety of grinds and herbs, to turn each mate into a unique and personalized experience.



Global production of canchada yerba mate reaches around 500,000 tons. Argentina leads as the main producer with 60%, followed by Brazil with 30% and Paraguay with 10%.

Source: www.inversionycomercio.ar

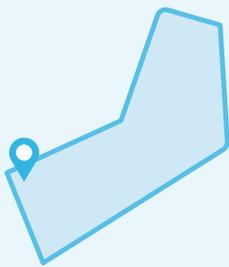
With five exclusive franchises in Argentina and an eye on exports, **Araí seeks to conquer new markets, especially those where mate awakens feelings of nostalgia: Uruguay, Spain and the United States.** “My goal is to export the business model, in addition to yerba. I want people to learn to choose their yerba mate the same way they choose a good coffee or wine”, Yesica emphasizes.

Araí’s professionalization process had a decisive partner: the National Institute of Industrial Technology (INTI). Noelia Brites, a technical specialist at INTI, explains this support: “We made a diagnosis of their installed capacity, designed a layout to optimize their production process and provided training in good manufacturing practices. Their openness to change and their focus on quality have been determining factors that have significantly facilitated the development of their work.





The distinctive value of this company is unquestionable, since the natural drying process that takes two to three years is respected here. “Our yerba does not generate acidity, offers higher yields and keeps its flavor intact from the first mate to the last,” Spaciuk says. With Kosher and TACC-FREE certifications, their proposal is positioned as an incomparable premium product in the global market.



ARAI SA
Posadas, Misiones province
Producers of Yerba mate

- Production capacity: 50,000 kg

• **HS CODE:**
-0903.00.90.100H / Packaged yerba mate.





Geographical Indication: Argentine tea is positioned in the world with its own identity



As a result of the articulation between the government of Misiones province, the national government and the Argentine Tea Association, Misiones tea obtained its Geographical Indication (GI), a recognition that protects its authenticity and enhances its quality in the world. This distinction protects the identity of Argentine tea, promoting its cultural value and opening opportunities in international markets.

After more than a year of work led by the General Directorate of Yerba Mate and Tea of the Ministry of Agriculture and Production, with the support of the Undersecretary of Agrifood

Markets and International Insertion of the Secretariat of Agriculture, Livestock and Fisheries of the Nation, and in coordination with the Argentine Tea Association, INTA and INTI, a virtual presentation and defense of the application for the Geographical Indication (GI) of Argentine tea was carried out before the National Advisory Commission on GIs and Appellations of Origin for agricultural and food products.

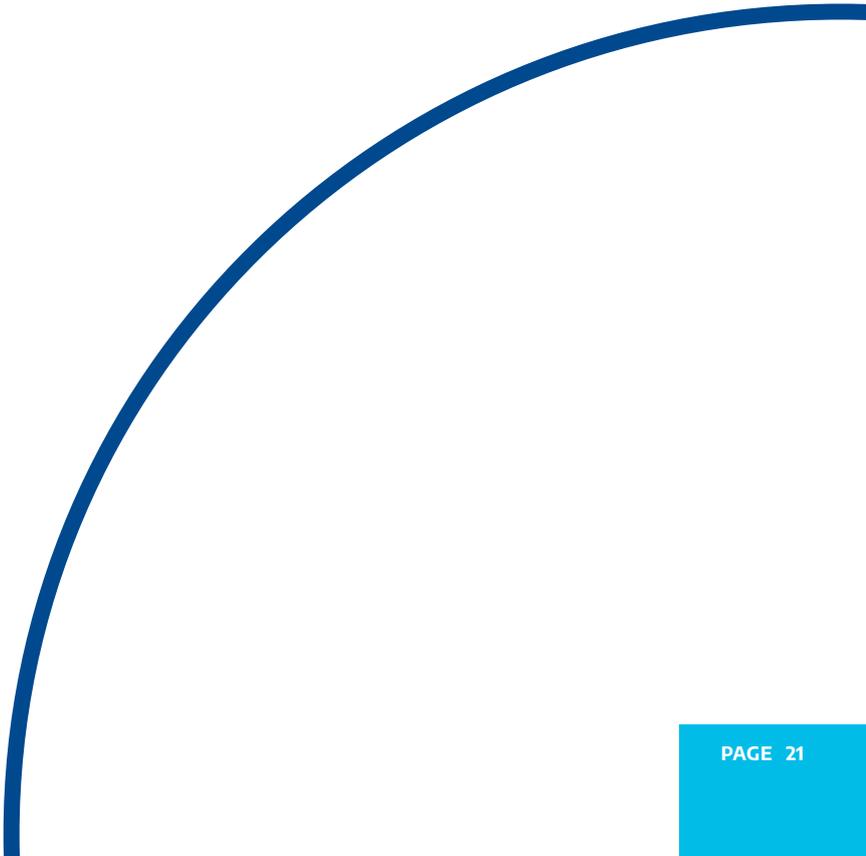
This work resulted in the Commission's recommendation to approve the GI for "Argentine Tea", thus protecting its identity of origin.

Source: Ministry of Agriculture and Production of Misiones, December 2024.





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