



COMPANY



Cajumel was founded in 2020, inspired by the roots of Serra do Mel, in Rio Grande do Norte, a region recognized for its unique terroir and strategic location, with maritime routes connecting the Northeast to important international markets. The cashew, a symbol of local identity and tradition, was the inspiration for an entrepreneur who grew up among cashew trees and decided to transform this heritage into a brand dedicated to producing natural, authentic, and high-quality foods.



Cajumel stands out for its complete use of cashew nuts, producing pastes, sweets, and cashew juice, maintaining the essence of Serra do Mel and valuing the culture and potential of the semi-arid Northeast region of Brazil, bringing the best of cashew to the world.



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PRODUCTS



Cajumel Cashew Nut Butter is a 100% natural product, made exclusively with selected cashews from Serra do Mel, in Rio Grande do Norte. Creamy, nutritious, and rich in protein and healthy fats, it contains no sugar, preservatives, or vegetable oil, offering a pure and authentic experience of the flavor of Northeastern Brazilian cashew nuts. Versatile, it can be tasted on its own or used in sweet and savory dishes, bringing sophistication and health benefits to any recipe. Produced in an artisanal and sustainable way, it represents the union between tradition and innovation, a product from Rio Grande do Norte designed for the world.

Our product line offers a refined and diverse selection, with combinations that enhance flavor and quality, such as cashew nut butter with dates, pistachios, and fleur de sel.

Cajumel's distinguishing feature lies in the controlled origin of the cashews cultivated in Serra do Mel, the artisanal process that preserves nutrients and creamy texture, and the purity of the formulation, which is completely natural and without additives. Each jar embodies the true flavor of the Northeast, combined with production excellence and respect for the environment, a premium product with a Potiguar soul.

NCM - Chestnut Pastes 2007.99.90
NCM - CASHEW MOLASSES 2007.99.10
NCM - CAJUÍNA 2009.90.00



DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



The production is organized into exclusive batches aimed at an audience that values only high quality. With a capacity of 14,000 units per month, the entire process is planned to guarantee traceability and sensory differentiation. This limited production ensures rigorous quality control and strategic market positioning, reinforcing the product's exclusive character and high added value.



CAJUMEL CASTANHA

City: Natal
 State: Rio Grande do Norte
 Brazil

Realization:



Promoted by:

