

Kauy



FUNCTIONAL BEVERAGE

COMPANY



KAUY BIOTECH INOVA SIMPLES (IS), founded in 2023 in Northeast Brazil, is a technology-based company dedicated to the research and development of functional beverages derived from Brazilian biodiversity. Structured under the Inova Simples regime and with a CNAE code for experimental R&D, it integrates biotechnology, functional fermentation (kombucha), and native plant extracts to promote balance, clean energy, and quality sleep.



Its portfolio combines innovation, sustainability, and export potential, positioning itself as a strategic initiative of the Brazilian bioeconomy, with a focus on international wellness and functional food markets.



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PRODUCTS

NCM 2202.10.00



The **Elixir of the Day** is a fermented functional beverage made from kombucha and plant extracts, developed to provide clean energy, focus, and support for physiological balance throughout the day, without the use of artificial stimulants. Its formulation aims to help reduce physiological stress and maintain vitality in a natural and gradual way.

The **Night Elixir**, in turn, is a functional beverage composed of natural bioactives that contribute to slowing down the body and improving sleep quality, promoting relaxation without aggressive chemical induction. Both products use ingredients from Brazilian biodiversity, have a shelf life of 24 months, do not require refrigeration, and were designed to meet the needs of international wellness markets.

The key differentiators lie in the integration of biotechnology, functional fermentation, and natural active ingredients such as marapuama, mulungu, valerian, and Clitoria ternatea.

Based on kombucha and formulated with a clean label, they contain no artificial stimulants or synthetic sedatives, prioritizing physiological balance over extreme stimuli. The unique approach of working with the circadian rhythm—energy during the day and slowing down at night—strategically positions the products within the functional beverage category. The combination of scientific innovation, sustainability, and potential for industrial scalability reinforces its vocation for export and insertion into high value-added global markets.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



KAUY BIOTECH does not have its own headquarters and operates with machinery capable of producing up to 500 100ml units per day, focused on pilot batches and validations. For expansion, it uses a co-packing model, ensuring scalability, reduced fixed costs, and technical control over formulation and quality.



KAUY BEBIDAS
 City: Mossoró
 State: Rio Grande do Norte
 Brazil

Realization:

agrobr
 O sabor de ir mais longe

Promoted by:

apexBrasil

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GOVERNO DO BRASIL
 DO LADO DO POVO BRASILEIRO

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