

obby



MATCHA MATE

COMPANY



Obby, founded at the beginning of 2023, is a company led by two women and dedicated to the valorization of Brazilian yerba mate in alliance with environmental sustainability, innovation and healthiness.



With the aim of spreading the culture and benefits of yerba mate through a sustainable and extremely versatile product, Obby is the first company to bring matcha-style green powdered yerba mate to the B2C market.

Our partners grow yerba mate in agroforestry systems, free from pesticides and additives, factors that add to the quality and purity of our raw materials.



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PRODUCTS

NCM 0903.00.90



Matcha Mate is a unique product, as it is the first Brazilian Matcha, produced from the ultra-refined leaves of selected organic green yerba mate from agroforestry cultivation.

Rich in antioxidants (about 3x more than oriental matcha extracted from green tea), caffeine and saponins, this superfood can be consumed daily and helps fight free radicals, strengthens the immune system, promotes cardiovascular health, focus and mood. All these benefits come from a 100% natural and sustainable source.

Its innovative presentation in matcha style powder expands the application of yerba mate in a practical way. It can be used in the preparation of hot or cold drinks (*teas, lattes, smoothies and shakes*) or in various forms in cooking (*cakes, cookies, ice cream and healthy snacks*).

Matcha Mate Obby Natural is a pure green matcha leaf powder that can be used in the preparation of drinks, barista use and cooking.

Matcha Mate Obby Citrus is a blend of powdered camu camu pulp enriched with vitamin C and powdered green yerba mate leaves for making drinks.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Currently 1,200 kg per month.

Seasonality: no
Lead time: 60 days



Paraná

OBBY
City: Curitiba
State: Paraná
Brazil