

THE SCIENCE BEHIND AN EXTRAORDINARY LEAF

Yerba mate (pronounced YER-bah MAH-tay) is a naturally caffeinated leaf from a South American holly tree, valued for its energizing and antioxidant properties.



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SMOOTH ENERGY BOOST



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BETTER WORKOUTS +
PERFORMANCE



NUTRITIONAL BENEFITS



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the
yerba
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WHAT EXACTLY IS YERBA MATE?

Yerba mate (pronounced YER-bah MAH-tay) is a naturally caffeinated leaf from a South American holly tree, traditionally grown in Brazil, Paraguay, Uruguay, and Argentina.

Cultivated under rainforest canopy using organic, regenerative practices, yerba mate protects biodiversity and honors centuries-old traditions. After harvesting, leaves are flash-dried and slow-dried to lock in nutrients, then aged for 6-12 months to develop flavor. A final grind balances leaves, stems, and powder into the perfect blend—a drink rooted in culture, community, and daily ritual.

THE SMOOTH FOCUS: WHY YERBA MATE IS DIFFERENT

Yerba mate delivers a uniquely smooth boost thanks to its natural blend of caffeine, theobromine (like in chocolate), and polyphenols (like in green tea). The result? Balanced energy without the crash. A thoughtful alternative to coffee or synthetic energy drinks.

THE GOOD STUFF: HEALTH BENEFITS SNAPSHOT

A Polyphenol Powerhouse

Aka your body's new favorite plant-powered protector. The yerba mate leaf naturally contains an abundance of polyphenols, saponins and anti-inflammatory bioactive compounds. Yerba mate's unique polyphenol profile is high in chlorogenic acids, giving it a high overall antioxidant capacity that's on par with wines, orange juice, and black tea.



A Positive Effect on Focus and Energy

Filling the space between coffee and energy drinks, Yerba's combination of caffeine + theobromine (two methylxanthines naturally made by the yerba plant) work synergistically to provide the distinct, smooth energy "mate feeling" yerba is famous for.



A Natural Source of Key Nutrients

Emerging research highlights the nutritional potential of traditionally brewed yerba mate. A 2022 study of 35 diverse samples—prepared using the traditional chimarrão method—found it to be a good or excellent source of essential minerals:

| | |
|-----------------|-------------|
| Zinc..... | 16-17% RDA |
| Potassium | 19%-22% RDA |
| Copper | 33%-38% RDA |
| Magnesium..... | 42%-46% RDA |
| Manganese | >100% RDA |

These findings suggest that yerba mate, when consumed in its traditional form, may contribute meaningfully to daily micronutrient intake. For context, one Yerba Madre tea bag contains 3 grams of dried leaves—a smaller serving than traditional methods, but still a valuable source of nutrients when enjoyed regularly. In chimarrão preparation, about 50 grams of dry leaves are packed into a gourd and steeped repeatedly with hot water—using up to 1 liter in a single session.

WANT TO GO DEEPER?

[Yerba 101: The History, Ritual & Culture of the Leaf](#)

