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**GLUTEN- FREE FOODS**

# SMEs EXPORT

## Argentine technology and innovation





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## Gluten- free foods

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## Editorial



Every initiative we undertake has a common purpose: to contribute to improving the quality of life of the population. We are committed to a more innovative, inclusive, and sustainable food industry, capable of responding to the current and future demands of increasingly discerning consumers.

Eating gluten-free is no longer the exception. What was once seen as a diet restricted to celiac patients is now part of a global trend that seeks better health, greater inclusion, and more enjoyment. Corn, rice, amaranth, and quinoa flours are no longer perceived as substitutes, but as paths to a diverse, nutritious, and appealing diet.

Argentina has the talent, creativity, and science to be at the forefront of this transformation. The challenge is not only technological: it is social, economic, and cultural. It is about allowing families to share the same table without restrictions. It is about opening up international markets with innovative foods that are born in our SMEs. It is about demonstrating that healthy and inclusive foods can also be a driver of productive development.

At the National Institute of Industrial Technology (INTI), we are working to make this vision a reality. With pilot plants, whole grain flour and semolina developments, technologies to improve textures and flavors, and assistance to producers of all sizes. With each project, we provide solutions that enable SMEs to be competitive, reliable, and capable of reaching new consumers in the country and around the world.

The future of gluten-free foods is already here. It is not a distant challenge: it is an opportunity that we have in our hands today. Every innovation we promote at INTI is also an invitation for our SMEs to grow. And the ones we present in this issue prove it: they all produce gluten-free foods with enormous potential to conquer markets, open new paths, and improve people's lives. That is the force that drives us: to transform health into development, inclusion into productive value, and Argentine talent into a brand that the world recognizes and chooses.

**Julián Rodríguez**

Head of the Department of Value Added to Primary Production  
INTI - 9 de Julio.



## PLANTE ALIMENTOS



## Raw vegan proposal inspired by ancestral roots and future export potential



Plante Alimentos was founded in 2017 by Valeria Frejtman and her sons Tao and Noé, with the aim of reviving ancestral techniques such as seed activation and low-temperature dehydration. Its objective is clear: to produce raw vegan foods that preserve their nutrients intact, free of additives and refined sugar, offering a healthy and inclusive alternative.

With a triple impact philosophy—environmental, social, and economic—the SME works mainly with small agroecological and organic producers. Its products are certified gluten-free (DIPA), Kosher parve (Ajdut Kosher), vegan, and raw, which ensures trust and allows people with different dietary needs to share them at the same table.

Its product range includes kale chips, tomato crackers, coconut and cocoa crunch, and kalemesan, a vegetable condiment that serves as an alternative to Parmesan cheese, among others. Each product combines innovation and careful processing, offering nutritious, affordable foods with intense flavors that seek to position themselves in new markets.

The National Institute of Industrial Technology (INTI) accompanied the company in its transition from artisanal to industrial production, ensuring that growth is carried out with quality and without losing the raw vegan essence. The joint effort made it possible to organize processes, optimize resources, and design a production scheme capable of maintaining safety and traceability standards.



“At INTI, we work on three fronts: standardization of the raw vegan process, industrial efficiency, and safety assurance. First, we record each stage of activation and dehydration so that the result is always consistent; then we propose changes in temperature, times, and equipment, tested in a pilot plant. Finally, we consolidate procedures and team training to scale up with quality, energy savings, and health control,” explains Mariana Sánchez, Director of Technological Assistance for INTI’s Food Technology Operations Department.

The impact was reflected in greater production efficiency, better energy use, more robust planning, and investment decisions based on technical evidence. The essence of the living food was maintained, now backed by a quality system that ensures continuity and safety.

“INTI’s presence in our company was a turning point. We felt that they discovered us, understood our identity, and gave us the tools to move from homemade to industrial production without losing our essence. For us, it meant confidence, security, and the certainty that we could grow while fulfilling our dream,” says Valeria Frejtman, co-founder and head of production and development.



The gluten-free product market in Argentina reached a value of USD 76.29 million in 2024 and is estimated to grow at an annual rate of 4.5% until 2034, reaching a value of USD 113.37 million.

Source: <https://www.informesdeexpertos.com>

With this backing, the company is mapping out its export roadmap. First, neighboring markets due to their logistical proximity and cultural affinity; then, markets where plant-based foods are already established.

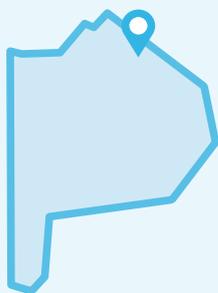
“Our plan starts in **Uruguay, Chile, and Paraguay. In a second stage, we aim to expand to Brazil and, later on, to Europe and other destinations where there is high demand for raw vegan and gluten-free products.** We are looking for partners who share our values: real nutrition, careful processes, and responsible sourcing,” says Noé Plante, co-founder in charge of administration and finance.



The journey has already earned recognition: first prize in Innovation and Socio-Environmental Impact awarded by the Federation of Commerce and Industry of the City of Buenos Aires (FECOBA) and the Argentine Confederation of Medium-Sized Enterprises (CAME), together with the National Technological University (UTN). It's not just about products; it's about method, consistency, and purpose.

Our track record combines craftsmanship, science, and social commitment. We are pioneers on an industrial scale in systematically applying seed activation and slow dehydration to offer foods rich in fiber, protein, and omega fatty acids, without warning labels and without using ultra-refined ingredients.

With INTI, we have achieved robust processes that are ready to scale. We offer importers a differentiated proposition: consistent quality, versatile formats in jars and doypacks, responsible sourcing, and a taste experience that brings vegetables with tempting textures, colors, and flavors to the everyday table," concludes Tao Plante, co-founder and commercial manager.



#### PLANTE ALIMENTOS

##### Villa Martelli, Vicente Lopez, CABA

*Production of food products using seeds and nuts that have been activated and dehydrated at low temperatures.*

- Annual production: 60,000 products.

#### • HS Code:

- 2106.90.30.100X / Kale chips

- 1905.31.00.199U / Tomato crackers

- 1806.90.00.920E / Coconut and cocoa crunch



## The strength of a gluten-free industry



For years, those who had to eat gluten-free products found shelves with few varied and affordable options. This shortage was what marked a family from the Buenos Aires town of Daireaux, prompting them to turn a difficulty into an opportunity. Thus, in 2019, Amadda Alimenta was born: a company that turned the lack of quality gluten-free products into an industry capable of offering inclusive foods with authentic flavor and texture comparable to traditional products.

The plant produces toast, breadcrumbs, batter, premixes, alfajores, and snacks, all gluten-free, certified, and made with selected raw materials. The goal is simple and ambitious: no one should be excluded from the pleasure of eating well.

The company stands out for having launched one of the first gluten-free toasts on the market, notable for its crunchiness and flavors comparable to those of wheat. Its meringue-covered alfajor was awarded a prize at the “XXIV National Alfajor Festival,” where the jury, unaware that it was a gluten-free product, chose it over traditional brands for its quality and flavor. In blind taste tests, it was also preferred by non-celiac consumers, confirming that inclusion can go hand in hand with excellence. Amadda thus established itself as a brand created for the whole family.

On this path to professionalization, the National Institute of Industrial Technology (INTI) provided decisive support to the company. From its headquarters in 9 de Julio, which specializes in cereals and oilseeds, the technical work carried out focused on every detail required by an industrial process:



**“We worked with the company to design a comprehensive technical roadmap: from the project idea and feasibility analysis to product development, plant design, selection of versatile lines, layout, sensory validation, and standardization of in-company formulations for continuous production. In addition, training was provided on best practices and support was given in obtaining financing, among other aspects. The goal was to move from a good idea to sustainable, safe, and competitive manufacturing,” explains Julián Rodríguez, head of INTI’s Primary Production Value Added Department.**

Graciana Mendiando, the company’s production manager, indicates: “INTI was key in organizing our plant and our processes and guiding our investment decisions. It gave us a method for producing with consistent quality, prepared us for auditing, and allowed us to accelerate product launches without compromising food safety.”

**Today, the company has already taken the first step toward internationalization with its shipments to Paraguay. The immediate goal is to expand this experience to markets in the region such as Chile, Uruguay, and Brazil, and then plan the leap to more demanding destinations.** In this scenario, Celina Maddaloni, president of the company, emphasizes:

“We want to expand our distribution in the region and also move into the **United States and Europe**. We offer inclusive products with real flavor, validated processes, and competitive prices. We are looking for partners who value regular delivery, traceability, and a brand that was created to attract consumers, not to segment them.”



This drive to export cannot be understood without remembering the starting point and identity that sustains the company. On this point, Celina reflects: “Our story began as a response to a need and matured as an industry with a purpose: quality food inclusion. We are pioneers in gluten-free toasts with a sensory experience comparable to conventional ones, we have consolidated an alfajor that excites all types of consumers, and we sustain continuous improvement with the technical support of INTI. We invite importers to build brand presence with a stable, reliable, and rich line, made in Argentina and ready to grow.”



#### AMADDA

##### Daireaux, Buenos Aires province

*Gluten-free food production*

- Annual production capacity: 300 tons
- Plant: 600 m<sup>2</sup>



#### • HS Code:

- 1905.40.00.000R / Toast
- 1905.90.90.220T / Breadcrumbs
- 1905.90.90.299K / Batter
- 1901.20.90.990F / Premix
- 1905.90.90.619F / Snacks



RIVARA SA



## Organic products, free from genetic modification and fully traceable



Since 1936, when Adolfo Rivara decided to use his surname as a guarantee of trust, the company understood that agriculture is not limited to buying and selling grain: it is also about supporting producers, innovating at every stage, and transforming raw materials into products that meet international standards. This vision was consolidated in the 1970s with the construction of its first silo plant and took a definitive turn in 1995, when the family decided to industrialize GMO-free (genetically unmodified) Flint corn, inaugurating a mill that marked a turning point in its history.

Today, Rivara SA is an organization that integrates storage, industry, logistics, and renewable energy. With 79 silos and a storage capacity of more than 110,000 tons, the company ensures meticulous sorting and drying processes that maintain the consistency required by international trade. Automatic augers, thermometric sensors, and computerized aeration are combined with its own fleet of trucks to ensure that each customer receives their order on time and with predictability.

**The support of the National Institute of Industrial Technology (INTI) was decisive in achieving this. “From its pilot plant for cereals and oilseeds, we designed and installed the GMO-free corn mill, supported the start-up, and over time, developed customized solutions: flours fortified with minerals and vitamins, premix plants, trials for organic oil extraction, and, recently, technology for pregelatinized flours,” explains Julián Rodríguez, head of the Department of Value Added to Primary Production at INTI’s headquarters in 9 de Julio.**



This joint effort allowed Rivara to diversify its portfolio with developments that now supply the country's leading supermarkets and high-profile international customers. It produces semolina and grits for breakfast cereals, pregelatinized flours for gluten-free pasta and arepas, cold-pressed oils with their nutritional values intact, and organic balanced feeds that are exported to livestock farms in neighboring countries. The company also exclusively supplies Nestlé Argentina's network of organic dairy farms, a milestone that confirms its ability to meet global demands.

"When we asked a European company for a mill, we found that the project was economically unfeasible. However, with the support of INTI, we managed to make it viable: we set up a mill inside a concrete silo and went from being grain collectors to becoming industrialists. That customized engineering gave us sustainability and opened up markets that today support four generations," says Fernando Rivara, president of the company.



**It is estimated that 1 in 100 people (1%) worldwide suffer from celiac disease, which means that there are approximately 80 million celiacs worldwide, although a large percentage (more than half) are undiagnosed.**

Source: <https://www.celiacosmadrid.org>

Almost nine decades later, Rivara occupies a unique position in Argentina's agribusiness sector. It is the country's second largest dry corn milling company, the leading exporter of organic grains to the United States by volume, and was recognized in Shanghai with an international award for developing a flour blend with nutritional value comparable to meat.

With an eye on the future, **the company seeks to consolidate its presence in strategic markets such as Southeast Asia, Japan, and Vietnam, where demand for organic raw materials far exceeds local supply. It also plans to expand shipments to the United States in the breakfast cereal segment, where GMO-free Flint corn grits are highly valued.**

It produces polenta and grits with a unique selling point: GMO-free Flint corn, a feature that no Argentine competitor can certify. It also guarantees cross-contamination-free processes, with certifications that ensure its suitability for celiacs. It integrates the entire value chain: leased fields to ensure raw





materials, state-of-the-art storage, dry milling, oilseed processing, solvent-free oils, organic feed, and pregelatinized flours. All under a solar energy scheme that reduces polluting emissions by more than 170 tons per year.

“We don’t just seek to make a one-time sale; we build solid relationships with proven quality, international certifications, and predictability. We are pioneers in demonstrating that from a town in the interior of Buenos Aires, food innovation can be exported to the world. For those who need semolina, grits, special flours, or organic feed, we offer something simple and valuable: the assurance of always receiving the same product, with the same quality and at the agreed-upon time. That is what makes us unique,” concludes Rivara.



#### RIVARA SA

##### Alberti, Buenos Aires Province

*Grain production*

- Annual production capacity: 43,000 tons in the corn mill and 10,000 tons in the balanced feed plant.



#### • HS Code:

- 1104.23.00.100J / Milling products. Malt, starch, and inulin, wheat gluten. Cereal grains otherwise worked (e.g., hulled, crushed, flaked, pearled, sliced, or broken), except rice of heading 10:06. Whole grain germ, rolled or ground. Other processed grains. From corn
- 1103.13.00.900V / Milling products. Malt, starch and starch. Inulin, wheat gluten. Groats, semolina and pellets, from cereals. Groats and semolina. From corn.
- 1102.20.00.100L / Milling products. Malt, starch and starch products. Inulin, wheat gluten. Cereal flour other than wheat or rye flour. Corn flour, in net contents of 20 kg or less.
- 2309.90.10 / Residues and waste from the food industries. Prepared animal feeds. Preparations of a kind used in animal feeding. Other. Preparations intended to provide the animal with all the nutrients necessary for a daily, rational and balanced diet.





## Argentine innovation revolutionizes gluten-free baking



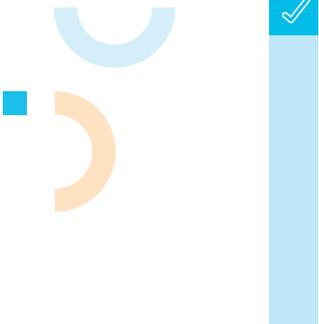
A vacation in Traslasierra, Córdoba, in 1968 sealed the fate of four men who never imagined that this encounter would lead to the creation of a company that, half a century later, would continue to set trends in the food industry both in Argentina and globally. That meeting brought together Juan Carlos Leiro, a food engineer, and Julio César Vitoria, an agricultural engineer, along with brothers José and Nicolás Demarco, both metallurgists by trade. From a casual conversation in the mountains, a project was born that would take its name from the first syllables of their surnames: Le-De-Vit.

Initially, they focused on making yogurt and cheese, but market realities forced them to reinvent themselves. They knew how to read the signs of the times and decided to take a new path: developing pastry creams. That decision marked a turning point. Years later, with their innovative spirit, they managed to replace animal bases with vegetable matrices, achieving better flavor, longer shelf life, and a competitive product that made them pioneers in Argentina.

The story continued with the incorporation of specialized professionals, the diversification of gluten-free baking mixes with sensory results identical to traditional ones, and the start-up of the San Juan plant for processing sterilized fruit pulp from the region.

Its offering for international markets reflects this maturity: gluten-free premixes for brownies, puddings, cupcakes, alfajor cookies, and macarons, along with regional fruit pulps such as apricot, peach, pear, and quince, in large-capacity industrial containers.

All of its products are backed by certifications that guarantee their quality and safety—FSSC 22000 v6 in Food Manufacturing, ISO 14001:2015 in environmental management, certification as a Gluten-Free establishment (RNE), and Kosher Parve certification. This combination ensures consistency, safety, and trust, while promoting inclusion, sustainability, and excellence.



The gluten-free market has experienced remarkable growth in recent years, reaching a value of USD 6.70 billion in 2024. According to estimates, this market is expected to continue expanding at a compound annual growth rate of 6.4% between 2025 and 2034, reaching a value of USD 11.72 billion in 2034.

Source: [www.informesindeexpertos.com](http://www.informesindeexpertos.com)

Ledevit's journey has also earned global recognition. In 2019, the company received the International Award for Innovation in the Food Industry, granted by the Institute of Food Technologists (IFT) together with the Argentine Association of Food Technologists (AATA), for its Non-Dairy Base. This achievement made it the only Argentine company to receive this award. In total, it has won seven national and international awards in the last decade, confirming that innovation, when supported by technology and commitment, transcends borders.

Along the way, the National Institute of Industrial Technology (INTI) became its strategic ally. **“At Ledevit, we work on process design, safety verification, and alternatives for the use of by-products, so that every decision has technical support and traceability,”** explains Mariana Sánchez, director of Technological Assistance for INTI's Food Technology Operations Department.

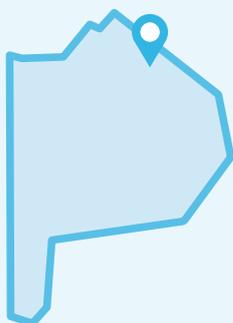
This support became tangible in the province of San Juan, where the idea of adding value to quince by-products emerged. “INTI gave us order, method, and confidence. We had a specific concern: what to do with quince by-products. It helped us transform that doubt into a project with stages, trials, and measurable goals. This drives innovation and better positions us in terms of sustainability,” says Gloria Ballesteros, head of New Business Development at the firm.

Internationalization is already a reality for Ledevit, which now sells its premixes in **Brazil and Uruguay**. But the company has its sights set even further afield: to deepen its presence and pave the way to **Europe and the United States**, markets that value the combination of certified quality, innovation, and inclusive proposals. “We have studied the trends and see a growing demand for functional, high-performance products with reliable certifications. Our commitment is to offer these solutions to customers who are looking for more than just price: they are looking for partners to accompany them in their own growth,” says Matías Gauto, Commercial Manager.

Ledevit's track record spans decades, but its true measure lies in its ability to create what no one else had imagined. International recognition backs up this vision, but it is its products that speak for themselves: a gluten-free brownie with the same texture and flavor as always, premixes that turn entrepreneurs into professionals, and a strawberry vegetable cream that has no equivalent on the global market.



“We develop solutions that do not exist elsewhere in the world, and we do so with a team that combines science, craftsmanship, and passion. That combination is what sets us apart and propels us into new international markets. Behind each product is a story of perseverance, creativity, and trust that is renewed every day,” says Nicolás Demarco, General Manager of Ledevit.



### LEDEVIT

#### Buenos Aires City

*Production and sale of pastry creams*

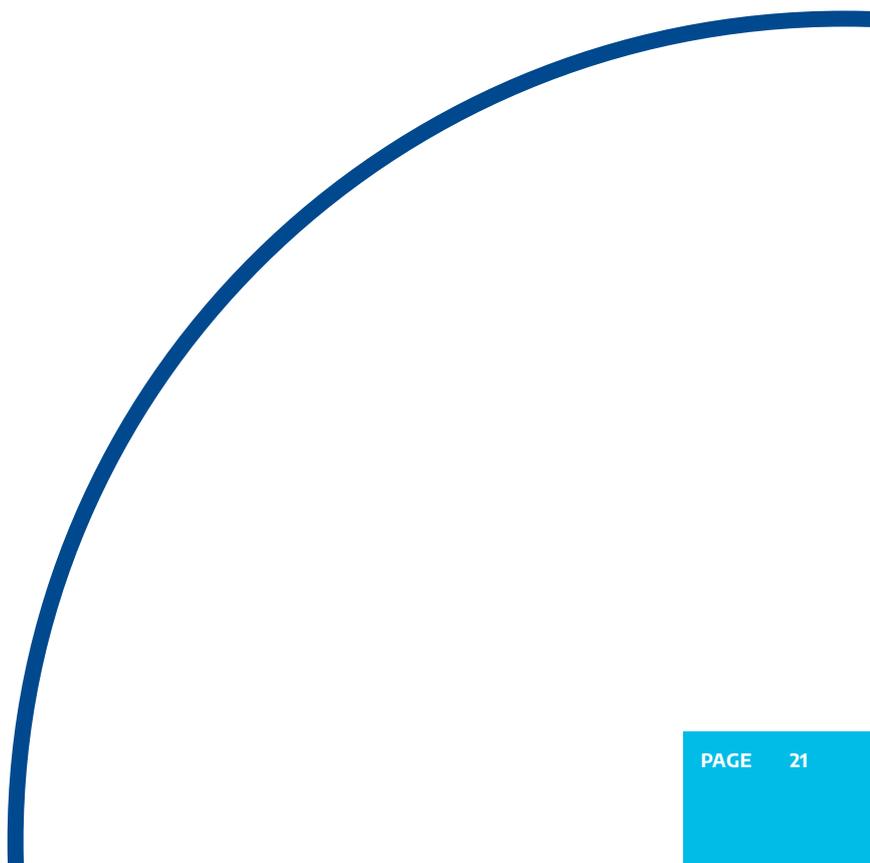
- Production plant (CABA): 1,500 m<sup>2</sup>
- Production plant (Ezeiza): 11,000 m<sup>2</sup>
- Current production capacity in tons/year:
- CABA plant: 13,000 tons
- Ezeiza plant: 2,600 tons
- San Juan plant: 4,000 tons

#### • HS Code:

- 2106.90.29.19 / 470 g and 4 kg brownie mix (gluten-free)
- 2106.90.29.19 / 500 g vanilla pudding mix (gluten-free)
- 2106.90.29.19 / 500 g chocolate pudding mix (gluten-free)
- 2106.90.29.19 / 500 g vanilla cupcake mix (gluten-free)
- 2106.90.29.19 / 500 g chocolate cupcake mix (gluten-free)
- 2106.90.29.19 / Alfajor cookie mix (gluten-free)
- 2106.90.90.900z / Macarons mix (gluten-free)
- 2008.99.00.990D / Fruit pulp





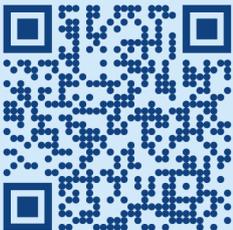




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