

Functional beverage innovator Odyssey secures \$6Mn equity investment

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In a momentous stride towards innovation and advancement,Â Odyssey, the trailblazing energy drink enriched with a potent blend of 2750mg of Lions Mane and Cordyceps mushrooms, announces the successful completion of a \$6 million funding round. This financial milestone not only signifies a pivotal moment in the brand's journey but also underscores the burgeoning support for its unique fusion of vitality and cognitive enhancement.

At the core of Odyssey's success lies its powerful adaptogenic ingredients, offering an unparalleled energy boost coupled with cognitive clarity and focus. Notably, the funding round saw the entry of Richard Laver from Rocket Beverage Group as a strategic investor, alongside the continued support of existing stakeholders who contributed 50% of the total raised amount. With this infusion of capital, Odyssey is poised to reshape the energy drink landscape, empowering individuals to reach new heights of performance.

Founded in 2021, Odyssey is the first ever ready-to-drink energy beverage infused with high-potency extract of Lions Mane and Cordyceps mushrooms. This unique approach in the beverage aisle has proven to be an in-demand shake-up to the category. Odyssey plans to allocate the newly acquired capital towards supporting three major areas as the brand experiences rapid growth: sales, marketing, and inventory. These strategic investments will expedite the brand's expansion efforts, making its products more widely accessible.