

Laird Superfood launches protein instant latte with plant-based protein

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Laird Superfood, a leader in functional coffee, creamers, and superfood products made with simple, minimally processed ingredients, has launched Laird Superfood Protein Instant Latte, an all-in-one powder-to-latte mix containing 10 grams of

protein per serving from a proprietary blend of pea, hemp and pumpkin seed protein, naturally occurring MCTs from coconut, organic Lion's Mane, Cordyceps, Maitake, and Chaga mushroom extracts, and instant coffee.

"Protein is having a moment—and for good reason," said Jason Vieth, CEO of Laird Superfood. Consumers are looking for cleaner, smarter ways to incorporate protein into their daily routines as they recognise how protein helps maintain strength and stamina. We are proud to have been first-to-market with our plant-based protein coffee creamer containing only real food ingredients, Laird Superfood Protein Creamer. We're now building on that momentum with the launch of Laird Superfood Protein Instant Latte. It's a delicious, creamy, and convenient way to fuel your day, no coffee shop needed."

As the demand for protein-packed foods continues, this creamy, energising latte powder delivers on daily protein needs and provides body and mind benefits from functional mushroom extracts. The product can be enjoyed as a hot or iced beverage and is designed for those who want a clean coffee experience with simple, real food ingredients. With 6 servings per bag, each latte comes in at just over \$3, nearly half of a coffee shop latte.