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Laird Superfood broadens functional coffee portfolio by adding functional mushrooms

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Laird Superfood, a leader in functional coffee, creamers, and superfood products made with simple, minimally processed ingredients, launched Perform Whole Bean Coffee and Perform Decaf Coffee, providing clean, functional mushroom coffee for every brew style.

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"Mushroom coffee continues to grow in popularity, and we're expanding our offerings to reach the full spectrum of coffee drinkers â?? from those who prefer grinding their high-quality beans to those looking to minimise their caffeine intake," said Jason Vieth, CEO of Laird Superfood. "These new products cater to a range of lifestyles, widen our reach, and give retailers more reason to drive shoppers to the coffee aisle."

Designed for those who prefer to grind their coffee beans, Laird Superfood Perform Whole Bean is the brand's first functional whole bean coffee offering. It also contains Aquamin, a calcified sea algae that contains 72 trace minerals, nutrients often lacking in our diets. It shows up as small white specks on the beans because it is helping the mushrooms adhere to the coffee

beans.