

Functional Mushrooms and the Future of Everyday Wellness

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After experiencing post-COVID brain fog and realizing that his daily coffee habit was more harmful than beneficial, Trevor McAmis set out on a personal journey to discover a healthier and more sustainable source of focus and energy. This quest led him to uncover the benefits of Lionâ€™s Mane and Chaga mushrooms, inspiring him to create Vital Pour, a wellness brand that reimagines coffee and daily supplements by incorporating functional mushrooms.

In a conversation with NuFFooDS Spectrum, Trevor McAmis, the Founder of Vital Pour, shares how his personal health struggles motivated him to start the company. He discusses the philosophy behind the brand's clean and simple formulations and explains why functional mushrooms are becoming essential allies in addressing modern wellness challenges.

Vital Pour was born out of your personal journey with post-COVID brain fog and caffeine sensitivity. Can you share more about how that experience shaped the creation of your products?

After dealing with post-COVID brain fog, I realized my daily coffee habit was doing me more harm than good. I was relying on multiple cups of caffeine just to get through the day, but it left me restless at night and groggy in the morning. That cycle pushed me to look for natural ways to restore balance. When I discovered Lionâ€™s Mane and Chaga, I finally experienced sustained clarity and focus without the crash. That personal transformation is what inspired me to create Vital Pour, a way to

give others the same balance of energy and mental sharpness without sacrificing sleep or long-term health.

Clarity Brew combines Arabica coffee with Lion's Mane and Chaga. What makes this blend different from other mushroom or functional coffees on the market?

Most functional coffees try to pack in as many mushrooms as possible, but that often complicates the formula and sacrifices taste. We wanted to simplify our focus on what really matters: mental clarity and balance. By using just Arabica coffee, Lion's Mane, and Chaga, we created a blend that supports focus while keeping the flavor closer to what people already know and love about coffee. The result is a smooth, familiar cup that delivers clarity without the jitters, crash, or overcomplication.

Your Mushroom Extract Complex Gummies offer a flavorful way to take functional mushrooms daily. Why did you choose gummies over more traditional supplement formats like capsules or powders?

Most people don't stick with capsules or powders long-term because they feel like "medicine." Personally, I also have a medical issue that makes swallowing pills difficult; they often get stuck, and powders require extra steps to mix into something before you can take them. Gummies solve both problems. They're convenient, enjoyable, and easy to add to a daily routine. Our goal was to make functional mushrooms approachable for people who are curious but not ready to commit to mixing powders or swallowing capsules every day. With gummies, you get the same potent extracts, but in a format that feels like a treat rather than a chore, and a perfect complement to the coffee. My kids also love them!

You emphasize fruiting body mushroom extracts in your formulations. Why is that important, and how do you ensure quality and potency in your sourcing?

We deliberately stick to 100 per cent fruiting body extracts because that's where the highest concentration of bioactive compounds is found; things like beta-glucans and antioxidants that actually deliver results. A lot of products cut corners with mycelium grown on grain, which dilutes potency. For us, that was never an option.

To ensure quality, we source only from facilities that follow strict manufacturing standards, including FDA registration and adherence to Good Manufacturing Practices (GMP).

Another key difference is where our products are made. Our suppliers manufacture here in the U.S., which gives us more consistency and control. Many competitors source from overseas, often from China, and that creates a lot of variables in quality and potency. By keeping our production closer to home and adhering to higher standards, we ensure that every blend delivers exactly what it should.

Who do you see as the core Vital Pour customer—busy professionals, health-conscious parents, athletes, or a broader audience?

Our core customers are busy professionals and parents who need focus, energy, and balance but don't want to compromise their long-term health with endless caffeine or pharmaceuticals. That said, we're also seeing interest from athletes seeking recovery and performance support, as well as wellness-minded individuals who are establishing preventive health routines. The common thread is people who want to be at their best, mentally sharp, physically resilient, and balanced in their energy.

Looking ahead, do you plan to expand Vital Pour's product line beyond coffee and gummies, and what role do you see functional mushrooms playing in the future of wellness?

For now, we're focused on keeping things simple with our core products: Clarity Brew and the gummies. As we grow and gain a larger following, we want to listen closely to our customers and shape future products around their needs and preferences. That could mean introducing new flavors, experimenting with different mushroom combinations to target specific issues like sleep or recovery, or expanding into other formats. But that's further down the road. Big picture, we see functional mushrooms becoming a cornerstone of wellness because they naturally support modern challenges like stress, focus, and immunity without relying on synthetic fixes.

Shraddha Warde

shraddha.warde@mmactiv.com