

Laird Superfood expands hydrate drink mix offerings with new wild berry and tropical punch flavours

19 December 2025 | News

All flavours contain zero added sugar and only real-food ingredients



All flavours contain zero added sugar and only real-food ingredients

Laird Superfood, Inc., a leader in functional coffee, creamers, and superfood products made with simple, minimally processed ingredients, has expanded its Hydrate line with two new flavours. Wild Berry contains a blend of antioxidant-rich maqui, calafate and murta berries from Patagonia; Tropical Punch offers a blend of fruits and real orange oil. Laird Superfood has also introduced a Variety Pack containing all five Hydrate flavours and expanded its line-up of single-serve packets by offering the Original flavour in these convenient sticks.

All Laird Superfood Hydrate powders contain only real-food ingredients and have the added benefit of Aquamin, a red marine algae that provides bioavailable seaweed-derived calcium and magnesium, and more than 70 trace minerals, including naturally occurring potassium and sodium. The fruit-flavoured options are lightly sweetened with monk fruit for zero added sugar; Original is made from only two ingredients (coconut water and Aquamin).

Each product in the Laird Superfood Hydrate lineup contains electrolytes such as sodium and potassium that naturally replenish the body.

"It's surprising that many athletes still rely on processed sports drinks, and those who use hydration powders often find they're also filled with artificial ingredients and excessive sugars," said Jason Vieth, CEO of Laird Superfood. "At Laird Superfood, we're committed to making healthy hydration easy with our natural, clean products that empower people to make nutritious choices without compromising taste or performance."

The full Laird Superfood Hydrate lineup includes Lemon, Mango-Pineapple, Original, Tropical Punch, and Wild Berry, as well as a Variety Pack of all the flavors. Hydrate Original is now also available in single-serve sticks, as well as the existing 8-ounce bag.