

Laird Superfood Expands Functional Mushroom Coffee Line Across Target Stores Nationwide

23 June 2026 | News

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Laird Superfood is expanding its presence in one of America's largest retail chains with the nationwide rollout of its flagship PERFORM and DEFEND Functional Mushroom Coffee products across Target stores, broadening consumer access to functional coffee blends designed to support energy, cognitive performance and everyday wellness.

The expansion marks another milestone in the company's strategy to make functional nutrition more mainstream as consumers increasingly seek beverages that deliver benefits beyond traditional caffeine stimulation. By extending distribution of its mushroom coffee portfolio through Target's nationwide retail network, Laird Superfood is positioning itself to capitalize on growing demand for clean-label wellness products that combine convenience with functional ingredients.

The newly expanded assortment includes Organic PERFORM Functional Mushroom Coffee, formulated to support sustained energy and mental focus through a proprietary blend of four functional mushrooms—chaga, lion's mane, maitake and cordyceps—combined with premium organic, high-altitude Peruvian coffee.

The company says the blend is designed to help consumers maintain energy levels and cognitive performance throughout the day while integrating seamlessly into existing coffee-drinking routines.

Alongside PERFORM, Target stores nationwide will now also carry DEFEND Functional Mushroom Coffee, a formulation developed to support immune and wellness goals. The blend combines red reishi and maitake mushroom extracts, olive leaf extract, and agaricus mushroom powder with hand-picked Peruvian coffee and provides 15 per cent of the recommended daily intake of vitamin D.

The product portfolio reflects broader consumer interest in functional mushrooms, which have gained popularity across food, beverage and supplement categories as shoppers increasingly prioritize holistic health, immunity support and mental

wellbeing.

“Target has been an important partner in helping us reach consumers who are looking to enhance their daily coffee experience with products that support energy and focus without requiring them to change their routine,” said Jason Vieth, Chief Executive Officer of Laird Superfood. “PERFORM and DEFEND represent the foundation of our functional coffee portfolio and continue to resonate strongly with customers seeking simple, effective wellness solutions.”

Founded on a commitment to clean and minimally processed nutrition, Laird Superfood emphasizes ingredient transparency across its product range. The company notes that its formulations do not contain artificial “natural flavors,” seed oils or other ingredients increasingly scrutinized by health-conscious consumers.

The nationwide launch also builds on the brand’s existing relationship with Target, where several Laird Superfood products are already available. Current offerings include Sweet & Creamy Superfood Creamer with Functional Mushrooms as well as Organic Liquid Creamers in vanilla and caramel varieties.

Industry analysts view the expansion as part of a broader shift occurring across the coffee market, where traditional caffeinated beverages are increasingly being enhanced with ingredients associated with wellness, productivity and preventive health. Functional coffee products, particularly those featuring mushrooms such as lion’s mane, cordyceps and reishi, have emerged as one of the fastest-growing segments within the specialty beverage category.

As consumer interest in functional foods continues to accelerate, Laird Superfood’s expanded Target presence is expected to strengthen brand visibility while supporting the company’s efforts to bring functional mushroom-based nutrition to a wider mainstream audience.

With nationwide retail availability now secured for both PERFORM and DEFEND, the company is further positioning itself at the intersection of specialty coffee, wellness innovation and the rapidly expanding functional beverage market.