

Superbrewed Food Commercialises Thryvia Protein-Derived Postbiotic

20 August 2026 | News

Backed by a growing scientific evidence base, broad formulation flexibility and commercial-scale supply, Thryvia enables differentiated products across supplements, foods, beverages and pet nutrition



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Superbrewed Food, Inc., announced the commercial launch of Thryvia, a protein-derived postbiotic that gives brands a new platform for products positioned to support digestive and immune health. Available now, Thryvia combines a growing evidence base with the stability, low inclusion rate, and supply readiness needed to move efficiently from concept to launch.

Thryvia is supported by a growing scientific program spanning mechanistic, translational, and human research. Third-party preclinical studies demonstrate selective activation of the pattern-recognition receptors TLR2, TLR5, and NOD2, while controlled animal research provides translational evidence of intestinal and host-response activity. A completed four-week consumer perception study found perceived improvements across multiple measures of digestive comfort, while additional human studies are ongoing.

Because Thryvia is non-viable, its functionality does not depend on maintaining live-organism viability through manufacturing, distribution, and shelf life. This gives brands broad formulation flexibility across capsules, powders, gummies, bars, foods, and beverages—including shelf-stable and UHT-processed formats—as well as pet nutrition. At a typical inclusion rate of approximately 200 mg per serving, Thryvia enables flexible product development without the viability-management requirements associated with live probiotics.

"Consumers understand digestive comfort and immune health, but brand owners need differentiated ingredients backed by science that also work in real-world products," said Bryan Tracy, Co-Founder and CEO of Superbrewed Food. "Thryvia brings science, differentiated positioning and practical formulation together, giving our customers a clear path to products that stand out."