

# SHROOMS IS A NEW LINE OF MUSHROOM-BASED SNACKS

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Pennsylvania – The new brand is transforming mushrooms into a convenient, better-for-you snack.

**Shrooms Snacks** is a venture from South Mill Champs, one of North America's largest mushroom growers. The line launches with four product ranges with a combined 14 flavours, from Spicy Jalapeño to Honey Chipotle Shiitake.

Crispy Mushrooms are made from thick-cut mushrooms, while Mushroom Jerky is made from a combination of marinated shiitake and portobello caps. The remaining two categories include Splits Jerky, a hybrid product combining dried mushrooms and grass-fed beef, as well as two mushroom-based snack bars that mix sweet and savoury ingredients.

Tapping into consumer interest in functional foods and plant-based lifestyles, the brand is positioning mushrooms as an accessible superfood. 'Mushrooms are experiencing a surge in popularity as people from all walks of life get smart about snacking,' says Lewis Macleod, CEO of South Mill Champs. As we explore in our **Sleep Eats** microtrend, other brands are using mushroom extracts to create snack-based sleep aids.