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Rowdy Mermaid Kombucha to Debut Nootropic Lion's Root and Canned Brews at Expo West



Company will unveil new, function-forward flavor plus prototypes for sustainable, aluminum can design at the leading organic tradeshow

BOULDER, Colo.--(BUSINESS WIRE)--Rowdy Mermaid Kombucha, a Boulder-based beverage company producing crisp and refreshing, function-forward drinks inspired by the local Colorado wildscape, today announced a new nootropic kombucha and canned packaging in advance of its upcoming attendance at Natural Products Expo West at the Anaheim Convention Center from March 6-8, 2019.

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The all-new, decaffeinated Lion's Root kombucha is flavored with the refreshing sweetness of pineapple, grounded with fresh turmeric, and built around the natural nootropic, lion's mane mushroom. Brewed sustainably for brilliance, Lion's Root will awaken focus and enlighten the senses.

Nootropics are smart supplements that have historically been shown to improve cognitive function upon ingestion, particularly executive functions, memory, creativity, or motivation. The lion's mane mushroom is one of the most promising natural nootropics in the world, making it an organic fit for Rowdy Mermaid Kombucha's next function-forward, science-based brew.

Rowdy Mermaid Kombucha continues to supply the market with low-sugar, plant-infused, functional kombucha that isn't sour or overly sweet. Each sustainable brew is made with ethically-sourced, regenerative organics.

"Our new recipe, representing the introduction of the lion's mane mushroom to the kombucha market and our lineup of sustainable ingredients, further extends our mission of handcrafting kombucha with a purpose," said Jamba Dunn, founder and CEO of Rowdy Mermaid Kombucha. "We are excited to showcase Lion's Root at Expo West this year alongside our new cans, an initiative we are proud to champion, allowing our customers a truly portable and more readily-recycled package for wherever their adventure takes them."

The Company's switch to aluminum from glass will allow for extended shelf life and increased functionality of the product, curbing production waste and reducing the Company's footprint through both warehouse storage and transportation.

Select Rowdy Mermaid Kombucha flavors (Lion's Root, Flower Grow, Strawberry Tonic, Living Ginger) will be available on supermarket shelves early Summer 2019 in individual 12-ounce cans.

Natural

Products Expo West, produced by New Hope Network, is the world's most significant natural, organic and health products event, drawing in an estimated 88,000 attendees with more than 3,500 exhibiting companies.

The company will share samples of Lion's Root, in addition to the can design and several of its other signature brews, at Booth H413 from March 6-8, and Booth F95 at the Fresh Ideas Organic Marketplace, an innovative outdoor tent event from 11 a.m. – 4 p.m. on Wednesday, March 6 akin to a traditional farmers' market.

To keep up with the mermaids or show love for your favorite brew, follow our Instagram at RowdyMermaidKombucha.

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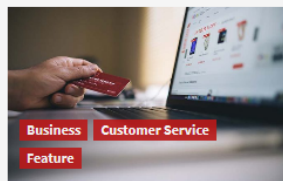
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