



7 Powerful Ingredients in Functional Kombucha: Transforming Kombucha Flavors and Health Benefits

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Brimming with probiotics, phytonutrients, enzymes, and amino acids, kombucha is a functional beverage in and of itself. In a new wave of functional kombucha, we like to brew with ingredients that amplify kombucha benefits by maximizing the functional capacity of probiotics and plants. Think brain tonics, digestive elixirs and calming effects in the form of a new category of superfood kombucha.

Rowdy Mermaid Kombucha began with our founder crafting a low-acid, low-sugar kombucha that even his 3-year-old daughter could love, with the functional benefits her parents desired. Jamba hand-picked flowers, fruits, herbs, spices and roots from his garden to master flavor and functionality in his original at-home kombucha.

Many brews later, each bottle of our functional snowmelt kombucha is a delicious distillation of a beautiful, wild place brewed into delicate flavor profiles and fermented goodness that awakens the wild inside of you.

HERE ARE 7 OF OUR FAVORITE SUPERFOOD KOMBUCHA INGREDIENTS FOR FUNCTIONALITY AND FLAVOR:





TASMANIAN PEPPERBERRY

Also known as Tasmanian Lanceolata and Mountain Pepper, this type of pepper looks like a peppercorn and provides an intensely spicy flavor. Rich in antioxidants, Vitamin C and E, Tasmanian Pepperberry offers benefits for skin health, and may also support a healthy inflammatory response, gut health, and immune function. We feature this superfood pepper in our adaptogenic kombucha blend, [Living Ginger Kombucha](#).



LION'S MANE MUSHROOM

This nootropic mushroom harkens back to traditional Chinese Medicine and is touted for its capacity to support memory, focus, and concentration. Throughout history, Lion's Mane (*Hericium erinaceus*) has been celebrated for its potential to support healthy energy levels, mood, and cognitive function. We feature Lion's Mane for its mycelium magic in our newest kombucha flavor and brain tonic, Lion's Root Kombucha, hitting store shelves Summer 2019.

HOLY BASIL

Also known as Tulsi, Holy Basil has been revered in India for more than 5,000 years as "The Queen of Herbs." Holy Basil is a powerful adaptogen that supports balance in all systems of the body and is most often regarded for its stress-relieving properties. We feature this sweet and spicy herb in our soothing, decaffeinated [Flower Grow](#) Kombucha.

CHAGA MUSHROOM

This superfood contains over 215 phytonutrients as well as Beta Glucans which are a class of molecules that stimulate the surface receptors on [immune cell](#) macrophages to activate the healthy immune system response. Rich in antioxidants and adaptogenic properties, Chaga supports the body in returning to a balanced natural state by encouraging equilibrium in all systems of the body, including stress and immune responses. We feature Chaga Mushroom in our adaptogenic [Living Ginger Kombucha](#).

ELDERFLOWER

Elderflower has been used in traditional medicine across many cultures throughout history and has even been said to be the first herb cultivated by humans. Elderflower is rich in bioflavonoids, a powerful antioxidant that

TURMERIC



This efficacious root is known for its active ingredient: curcumin, which supports a healthy inflammatory response for happy muscles and joints. Turmeric has also been shown to soothe digestion and support cardiovascular health. We feature a premium turmeric powder with a high concentration of curcumin in our [Rowdy Belly](#) and [Lion's Root](#) (coming Summer 2019!) Kombucha blends in order to create a deliciously flavorful spice blend that also aids in healthy digestion.

DANDELION ROOT

This botanical bitter has been used for centuries in Chinese and Native American tradition to promote healthy digestion and liver function. Due to its detoxifying properties, it may also support healthy skin. Packed with vitamins and minerals, it is often revered for its nutrient density. Organic Dandelion Root is featured in our [Strawberry Tonic](#) Kombucha, grounding the fruity flavor for an earthy, cooling experience.



By applying modern scientific methods to a 2,000-year-old, we produce the most functional yet approachable-tasting kombucha on the market. From [Rowdy Belly](#) for digestive support to [Lion's Root](#) for brain tonic, [Rowdy Mermaid](#) Kombucha introduces superior functionality and flavor to the kombucha category.

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OUR STORY
ESTABLISHED 2013
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OUR MISSION
TO GET SUSTAINABLY SOURCED,
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