

The choice of feeling good



shroom

# Our story



Welcome to Shroom – The Choice of Feeling Good

Why choose between health and pleasure? At Shroom, we believe you can have both. Our mission is to craft premium functional drinks that support your body and delight your senses — without guilt, compromise, or artificial nonsense.

What sets Shroom apart?

- Next-generation functional nutrition – EU-compliant dietary supplements powered by adaptogens
- Female-founded & based in Poland – proudly rooted in European quality and values
- Science-driven formulas – where modern wellness meets real results

Elevate your drink. Empower your day. Join the new era of soft drinks.

Aga Lepka i Kamila Knap  
Founders

# What Shroom Special?



## ADAPTOGENS

A group of natural ingredients that have a beneficial effect on the body and allow us to adapt better to the environment.



## FUNCTIONAL FOOD

Food with a function that goes beyond just meeting the caloric needs. In the 21st century, we have the right to demand miracles from food!

In the US, this is one of the fastest growing categories of the food market - and we are the first to offer such products in EU

# Our products - functional lemonades with adaptogens



shroom Power



- Energy without caffeine
- No added sugar
- Contains adaptogens
- **An alternative to energy drinks**
- **No sweeteners or preservatives added**



shroom Relax



- Gold medal winner - World Alcohol Free Awards 2025
- Relieves stress
- Strengthens concentration
- No added sugar
- **Relaxing drink**
- **No sweeteners or preservatives added**

# When to drink Shroom?



Instead of a  
coffee

When driving



Before and after  
workout



When you work  
and study



At the party



With a meal



# shroom - Natural and Functional Alternative



## COMPETITION ANALYSIS

SHROOM

ENERGY DRINKS

KOMBUCHA

YERBA MATE  
AND  
ALTERNATIVES

LEMONADES

NO ADDED SUGAR



NO ARTIFICIAL SWEETENERS



NO PRESERVATIVES



VITAMINS AND MINERALS



BRAIN SUPPORT



ENVIRONMENTALLY FRIENDLY



# Non-alcoholic aperitivo with edible glitter

diva

- Mocktail infused with adaptogen blend – feel relaxed without alcohol or stimulants!
- Edible glitter – for a stunning wow effect
- Packed with superfoods
- Contains natural aphrodisiacs



# When to drink Diva Social Elixir

Perfect as a gift



During me time



On a date



At a social gathering



At the party



Instead of a cocktail



# Target customers

## Our clients

- Individuals who are aware of the importance of a healthy lifestyle and are committed to maintaining it
- People who have given up alcohol, significantly reduced their consumption, or are actively trying to do so
- Consumers seeking natural products
- Athletes and physically active individuals
- Millennials (primarily aged 25–45)
- Highly qualified professionals, mainly urban residents, looking for premium-quality products that align with their lifestyle
- People who have relocated from cities to the countryside and are in search of natural, eco-friendly products



# Compliance with regulations

- Shroom Power and Shroom Relax are dietary supplements registered in the notification register of the Chief Sanitary Inspector in Poland
- Products tested in laboratories and under constant technological control
- Label: Meets product labeling requirements



# Traction & milestones



**+250**  
locations

**+90%**  
CRR<sup>1</sup> B2B  
Retail

**4**  
European  
countries

**#1**  
growing  
category<sup>2</sup>

**4x r/r**  
sales growth  
2024



<sup>1</sup> CRR (Customer Retention Rate) - współczynnik retencji klienta

<sup>2</sup> Raport Nielsen NIQ 2024 - napoje bezalkoholowe to najszybciej rosnąca kategoria napojów, z wzrostem 31% r/r

# What do they say about us?



## Our customers' opinions on Google:

“My favorite non-alcoholic drink! Unique, with a balanced taste - not too sweet, not too sour, with a bit of earthy aftertaste. I really recommend” trying it!



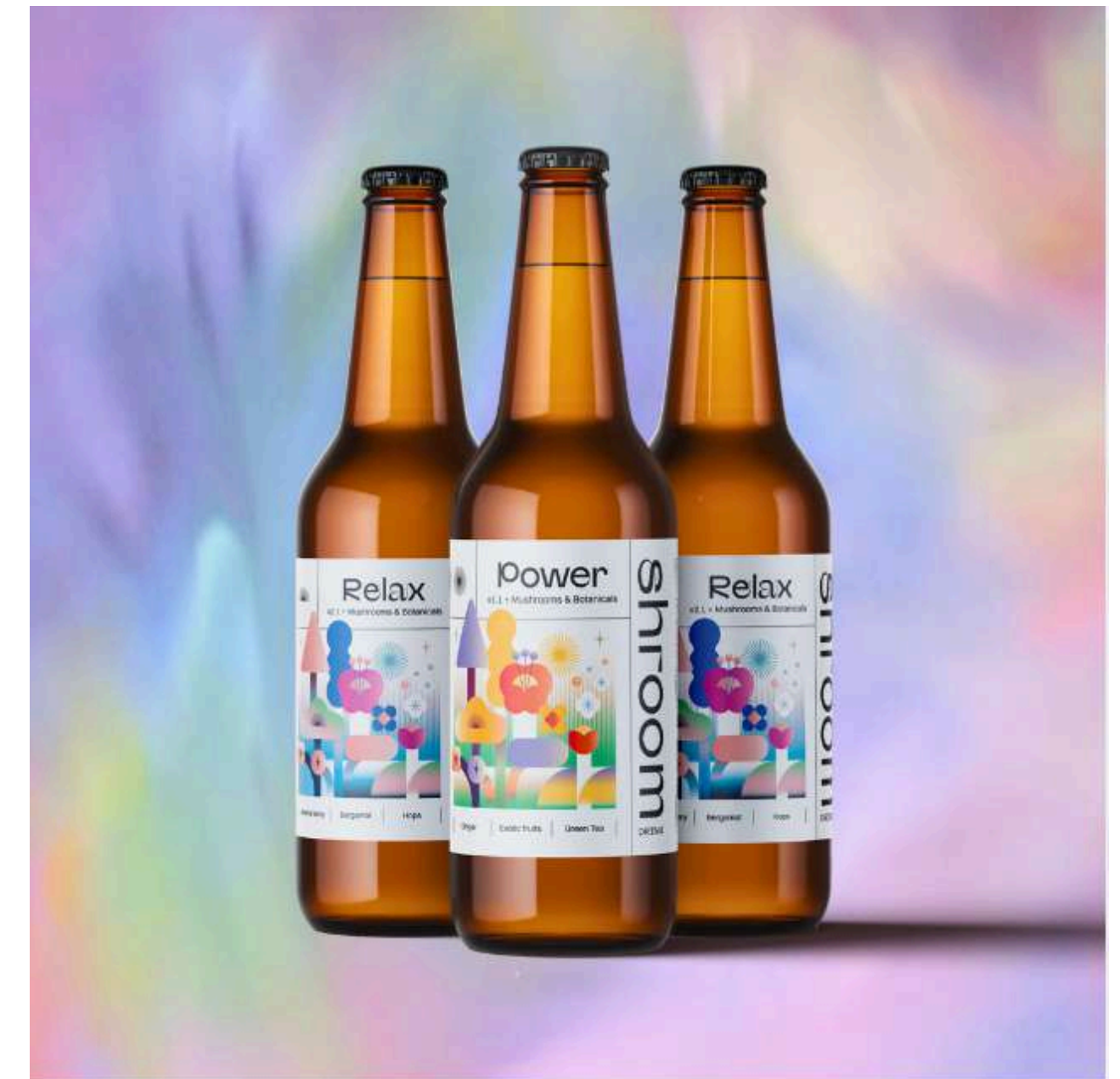
“My new favorite drink! I especially like Shroom Relax. It's great that they managed to create a product that tastes great and doesn't contain a lot of sugar or artificial sweeteners :)”



“Outstanding drinks! They really improve concentration, zero side effects, I tested 2m every day and after that time I have to admit that I don't know a better drink!.”



“I love your product - relax and power! Finally a delicious and healthy drink!!!”



Kontakt

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