



Mushroom Product Compendium 2021

**A catalogue of mushroom-containing,
commercially available food products
in Australia and globally**

**Hort
Innovation**



Background

As part of project MU20004: *A scoping study to review fungi-based innovations to inform product development opportunities*, new knowledge on currently available fungi-based commercial products in Australia and around the world emerged through the compilation of this mushroom product compendium.

This compendium consists of 180 plus products, across 13 food categories, containing the following information: product description, product and manufacturer name/brand, country of origin, manufacturer contact details, retail price, and product positioning.

The products identified were segmented into relevant categories i.e. Meat alternatives; Convenience meals (Ready to heat/ Ready to eat / Ready to Prepare); Soups/Stocks; Cooking sauces; Spreads; Condiments/Flavour enhancers; Snacks; Whole mushrooms; Beverages; Dietary Supplements; Personal care.

The compendium was compiled in August-September 2021, and should be updated annually to ensure accuracy and currency.

The key aim of the compendium is to inform mushroom growers of existing global value-adding product opportunities, and will be of particular interest to those growers who are considering engaging in plant-based food product innovation and other value adding activities with commercial benefits.

Definitions



Food Category	Description	Target Market	Category
Mushroom-Based Meat Alternative	Meat-free products marketed as plant-based alternatives to meat preparations such as mince, patties and sausages - where mushrooms are promoted as the primary ingredient, placed above second on the ingredients list, or contain >25% mushrooms.	Consumers looking for meat alternative products. These products could also be considered to be produced on a large scale to supply the food industry.	<ul style="list-style-type: none"> • Consumer • Food Industry
Mushroom-Containing Meat Alternative	Meat-free products marketed as plant-based alternatives to meat preparations such as mince, patties and sausages - where mushrooms are an ingredient inclusion.	Consumers looking for meat alternative products. These products could also be considered to be produced on a large scale to supply the food industry.	<ul style="list-style-type: none"> • Consumer • Food Industry
Ready to Heat / Ready Made Meals	Complete meals that require only heating in the oven or microwave. Can be either fresh, frozen or long-life.	Consumers who are time-poor, single or unable to cook. Also popular for work lunches.	<ul style="list-style-type: none"> • Consumer
Ready to prepare	Meals which require a few ingredients to be added in the cooking process, such as water, butter or milk.	Consumers who are time-poor, seek convenience or are unable to cook.	<ul style="list-style-type: none"> • Consumer
Soups/Stocks	Tinned or long-life packaged soup or stock. Powdered soups or stocks to be reconstituted.	Soups: Consumers who are time-poor, seek convenience or are unable to cook. Stock: Used by majority of home cooks.	<ul style="list-style-type: none"> • Consumer • Food Industry




Cooking Sauces	Tinned, powdered, dried, long-life or in a jar; cooking sauces are intended to be added to meals.	Consumers who are time-poor, seek convenience or are unable to cook. Could be considered to be produced on a large scale to supply the food industry.	<ul style="list-style-type: none"> • Consumer • Food Industry
Spreads	Preserved in jars, tins or tubes. Intended to be added to meals/snacks.	More of a luxury product than a necessity. Higher income earners looking for meat-free pate alternative or vegan spreads.	<ul style="list-style-type: none"> • Consumer
Condiments/Flavour Enhancers	Powdered, dried or mushroom extract, marketed as flavour enhancers.	More of a luxury product than a necessity. Popular with Asian cuisine. Powders and extracts could be considered to be produced on a large scale to supply the food industry.	<ul style="list-style-type: none"> • Consumer • Food Industry
Snacks	Mushrooms used as the hero ingredient in snack foods such as crisps, chocolate, meat-free mushroom jerky.	Positioned as health snacks, these are luxury snack products, generally with a higher price point than standard potato crisps or chocolate bars.	<ul style="list-style-type: none"> • Consumer
Beverages	Coffee, tea, chai or chocolate/cacao drink mix, where mushrooms are featured as a hero ingredient.	Positioned as health beverages, these are luxury snack products, generally with a higher price point than standard potato crisps or chocolate bars.	<ul style="list-style-type: none"> • Consumer • Health Professional • Food Industry




Dietary Supplements	Most of the dietary supplements are made with mushroom powers or extracts, however are categorised as dietary supplements as this is their intended use.	<p>Health Professionals.</p> <p>Consumers interested in health and wellbeing or sports and fitness.</p> <p>Some products produced in bulk packs, intended for use in food industry or other food manufacturing.</p>	<ul style="list-style-type: none"> • Consumer • Health Professional • Food Industry
Preserved Mushrooms	Processed mushrooms which are fresh, tinned, preserved, frozen or long-life, intended for use in cooking.	<p>Consumers looking for convenience and/or long-life products.</p> <p>Food Service for convenience and/or long-life products.</p>	<ul style="list-style-type: none"> • Consumer • Food Industry
Home Meal Replacement	Home meal kits and subscription services, which provide all ingredients, instructions and require home cooking.	Consumers looking for convenience, who are time-poor to go grocery shopping or meal planning, or looking for new cooking inspiration.	<ul style="list-style-type: none"> • Consumer
Personal Care	Non-food related products in the personal care category, which contain mushrooms.	Consumers looking for alternative products.	<ul style="list-style-type: none"> • Consumer




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Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Mighty Mushroom Co (Ireland) 	Mightily Meat Free Mince Gluten free, soya free and vegan meat free mince made with 85% mushrooms.	Europe, US	Online (Amazon Fresh), Retail shops (SPAR supermarkets)	90g per serve	Meat alternative/ Gluten Free/ Vegan 1st position in ingredient list.	Mushrooms produced by Monaghan. Grown in Ireland, UK, Netherlands, Germany, Belgium, Canada. Website: http://www.mightilymeatfree.com
Mighty Mushroom Co (Ireland) 	Mightily Meat Free Burgers 2 meat free patties made with over 80% mushrooms.	Europe, US	Online (Amazon Fresh), Retail shops (SPAR supermarkets) in Ireland	226g	Meat alternative/ Gluten Free/ Vegan	



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Mighty Mushroom Co (Ireland) 	Mightily Meat Free Cumberland Style Sausages Sausages made with over 75% mushrooms	Europe, US	Online (Amazon Fresh), Retail shops (SPAR supermarkets) in Ireland	240g	Meat alternative/ Gluten Free/ Vegan	
Mr Chen's (Australia) 	Plant Based Protein Bbq Pork Style Gyoza 100% Vegetarian dumplings	Australia	Online, Retail shops (Woolworths, Coles)	12 pieces, 300g	Meat alternative 5th position in ingredients list	Website: https://mrchensdumplings.com.au
Moving Mountains (UK) 	Plant Based Vegan Burger	Worldwide	Online, Retail shops	Pack of 2 220 g	Meat alternative 2nd position in ingredient list - Oyster mushroom & mushroom.	Produced in the Netherlands, packed in Australia Website: https://movingmountainsfoods.com



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Mushroom-Based Meat Alternative						
Moving Mountains (UK) 	Plant-based Sausage Burger	Worldwide	Online, Retail shops	Pack of 2 227g	Meat alternative	
Moving Mountains (UK) 	Plant-based Mince Vegan. Provides the same meaty taste, texture and versatility as beef mince.	Worldwide	Online, Retail shops	260g	Meat alternative 2nd position in ingredients list - Oyster mushroom	
Moving Mountains (UK) 	Brunch Burger Juicy, plant-based patties. Best served in a toasted English muffin stuffed with brunch fillings.	Worldwide	Online, Retail shops	220g	Meat alternative 2nd position in ingredients list - Oyster mushroom	




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Moving Mountains (UK) 	Sausage The plant-based sausage has a plant-based skin with a perfect firm bite and is bursting with flavour.	Worldwide	Online, Retail shops	Pack of 4 228g	Meat alternative 2nd position in ingredients list - Oyster mushroom	
Moving Mountains (UK) 	Meatballs	Worldwide	Online, Retail shops	300g	Meat alternative 2nd position in ingredients list - Oyster mushroom	
Fable Food Co (Australia) 	Plant Based Chilli Con Carne Plant based braised beef chilli, with Mexican spices and rice.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 7th position in ingredients list	Website: https://fablefood.co




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Fable Food Co (Australia) 	Plant Based Hungarian Goulash Meaty Mushrooms in a hearty Goulash sauce, with creamy vegan Mashed Potatoes.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 1st position in ingredients list (62%)	
Fable Food Co (Australia) 	Premium Plant Based Honey Soy & Sesame with Rice Meaty Mushrooms in a Honey Soy sauce with rice on the side.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 1st position in ingredients list (62%)	





Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Fable Food Co (Australia) 	Plant Based Teriyaki Meaty Mushrooms in a Japanese-style Teriyaki sauce, with Basmati rice.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 1st position in ingredients list (62%)	
Fable Food Co (Australia) 	Plant Based Rogan Josh Curry with chunks of plant based braised beef and basmati rice.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 3rd position in ingredients list	
Fable Food Co (Australia) 	Plant Based Stroganoff A tomato based stroganoff with plant based braised beef and potato mash.	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	350g	Meat free meal Shiitake mushrooms - 3rd position in ingredients list	


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Mushroom-Based Meat Alternative						
Fable Food Co (Australia) 	<p>Mushroom Meat</p> <p>Made predominantly from shiitake mushrooms. Fable's meaty mushrooms have a "meaty" texture with an umami taste.</p> <p>Fable is currently available at Grill'd and Guzman Gomez</p>	Australia	Online, Retail shops (Coles, Woolworths, Harris Farm Markets)	250g	<p>Meat alternative</p> <p>Shiitake mushrooms - 1st position in ingredients list (62%)</p> <p>Available in bulk or the Food Industry</p>	
Food Nation (New Zealand) 	<p>Magic Mince Mushroom & Hemp</p> <p>Mexican Corn & Red Pepper</p> <p>Vegan, plant based mince</p>	New Zealand	Online, Retail shops	375g	<p>Meat alternative</p> <p>2nd position in ingredient list (30%)</p>	<p>Website: https://foodnation.co.nz</p>




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Food Nation (New Zealand) 	<p>Amaze balls Vietnamese Pea & Kaffir Lime</p> <p>Beetroot, Kūmara & Quinoa</p> <p>Vegan, plant based meatballs</p>	New Zealand	Online, Retail shops	320g	Meat alternative 1st position in ingredient list	
Food Nation (New Zealand) 	<p>Happy Patties Broccoli, Pea & Quinoa</p> <p>Cauliflower, Turmeric & Ginger</p> <p>Vegan, plant based burger patties</p>	New Zealand	Online, Retail shops	4 pack, 360g	Meat alternative 1st position in ingredient list	

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Food Nation (New Zealand) 	Super Sausies Mushroom & Grains Vegan, plant based sausages	New Zealand	Online, Retail shops	3 pack, 330g	Meat alternative 1st position in ingredient list	
Laymong (Australia) 	Vegetarian Mushroom Nuggets Made from shiitake mushrooms & textured soy protein	Australia	Online, Retail shops	600g	Meat alternative 1st position in ingredients list (34%)	Website: https://www.lamyong.com.au
Laymong (Australia) 	Vegetarian Mushroom Chunks Made from shiitake mushrooms	Australia	Online, Retail shops	Available in: 300g, 600g, 3kg	Meat alternative	Mushrooms - 1st position (35%)


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Laymong (Australia) 	Vegetarian Mini Mushroom Steak Mushroom patties with black pepper.	Australia	Online, Retail shops	600g	Meat alternative	Mushrooms - 1st position
Nature's Charm (Thailand) 	Vegan Calamari and Vegan Scallops Seafood substitute that's already marinated and ready to use. Made from mushrooms.	Worldwide	Online, Retail shops	425g	Seafood alternative Both - 1st position in ingredients list	Website: https://www.naturecharmveganproducts.com
Vincent Vegetarian Food (Australia) 	Vegetarian Beef Chunks A substitute meat made from soy fibre and shredded mushrooms.	Australia	Online, Retail shops	600g	Meat alternative 2nd position in ingredients list	Frozen Food Sold in Asian grocers Website: https://vincentvegetarianfood.com.au



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Mushroom-Based Meat Alternative						
Heck (United Kingdom) 	Ultimate Vegan Burger Burger patties made from mushrooms, sunflower seeds and carrots.	UK, Australia	Online, Retail shops	2 pack, 228g	Meat alternative	Mushrooms - 2nd Position (21%) Website: https://www.heckfood.co.uk
Heck (United Kingdom)   	Vegan Breakfast Sausages Made from mushroom, carrot, and tomato with parsley and sage. Vegan Meat Free Pork-Style Sausages Vegan Frankfurters Also include: pea flour, carrot, sunflower seeds, beetroot.	UK, Australia UK, Australia	Online, Retail shops Online, Retail shops	340g 340g	Meat alternative 1st position in ingredients list (27%) Meat alternative Both - 1st position in ingredients list (45%)	



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Based Meat Alternative						
Loma Ecológicos 	Vegetable Burger with Organic Mushrooms Plant based burger patties made from Mushrooms, oats and tofu.	Naturitas UK	Online, company ships worldwide	160g	Meat alternative 2nd position in ingredients list	Unsure of country of origin Website: https://www.naturitas.es/b/loma-ecologicos

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Mushroom-Containing Meat Alternative						
Naturli' (Denmark) 	Minced All Star Vegan pea based minced meat.	Denmark	Online, Retail shops	300g	Meat alternative 5th position in ingredient list	Website: https://www.naturli-foods.com
Naturli' (Denmark) 	The Burger All Star Vegan pea based burger patties.	Denmark	Online, Retail shops	Pack of 2, 227g	Meat alternative 5th position in ingredients list	Website: https://www.naturli-foods.com
Natural Pulse (Australia) 	Mushroom, Hemp & Sumac Sausages Vegan. "Meat" is made from brown rice, organic polenta, millet and mushrooms.	Australia	Online	6 per pack, 300g	Meat alternative	Mushroom - 4th position (7%) Website: http://naturalpulse.com.au



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Mushroom-Containing Meat Alternative						
Syndian (Australia) 	Vegan Mushroom, Hemp & Sumac Sausages	Australia	Online, Retail shops	6 pieces, 300g	Meat alternative 4th position in ingredients list (7%)	Website: https://www.syndian.com.au
The Vegan Factor (Australia) 	Beevee Burgers Plant based burger patties	Australia	Woolworths - Online, Retail shops	2 pack, 170g	Meat alternative	Vegetables (Mushrooms, Onion) = 3rd position The Vegan Factor is a Woolworths brand
The Vegan Factor (Australia) 	Beevee Balls Plant based meatballs	Australia	Woolworths - Online, Retail shops	265g	Meat alternative	Vegetables (Mushrooms, Onion) = 3rd position



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
<p>Woolworths (Australia)</p> 	<p>Risotto Mushroom</p> <p>A ready-to-heat single serve meal. On the front-of – pack label, the words “Australian mushrooms” are stated, leveraging consumer desires for provenance. A convenient meal of appropriate portion size (300g). There are 2 flavours, mushroom risotto and mushroom/ chicken risotto. Microwaveable.</p>	<p>Australia</p>	<p>Online, Retail shops (Woolworths)</p>	<p>PE tubs, 300g</p>	<p>Ready-to-heat, single serve</p> <p>Mushrooms are the 2nd ingredient (12%), after Arborio rice.</p>	<p>Website: https://www.woolworths.com.au</p>



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Ruffie Rustic Foods (Australia) 	Portobello Mushroom Risotto with White Beans	Australia	Online, Retail shops	350g	Ready to eat meal 3rd position in the ingredients list	Website: https://view.ceros.com/patties-food/deliver-to-yourself/p/2
Giorgio (USA) 	Stuffed Baby Bella Mushrooms 6 options: Imitation Bacon & Cheddar, Imitation Crab Seasoning, Artichoke & Spinach, Fiesta, Mediterranean, and Buffalo Blue Cheese	USA	Online, Retail shops	Pack of 6, 240g	Ready to eat meal 1st position in the ingredients list	Website: http://www.giorgiofresh.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Woolworths (Australia) 	<p>Woolworths Simply Cook Cauliflower & Mushroom Mince</p> <p>40% Mushrooms, 60% Cauliflower. Microwaveable and ready to eat in 2 ½ minutes.</p>	Australia	Online, Retail shops	200g	Ready to eat meal/ side-dish 2nd position in ingredients	Website: https://www.woolworths.com.au
Trader Joe's (USA) 	<p>Mixed Mushroom & Spinach Quiche</p> <p>Meatless quiche</p>	United States	Online, Retail shops	175g	Ready-made meal 4th position in the ingredients list	Website: https://www.traderjoes.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
The Green Lion (Australia) 	Spinach + Mushroom Cannelloni Pasta tubes stuffed with mushroom and spinach	Australia	Online, Retail shops	350g	Ready-made meal, 3rd position in ingredients list	Website: https://www.thegreenlion.com.au
Tasty Bite (United States) 	Mushroom Masala A vegan and gluten free Masala with mushrooms and potatoes	US, UK, Japan Germany, NZ Australia, Canada	Online, Retail shops	Pouch, 285g	Meat free meal, Ready-made meal, 2nd position in the ingredients list	Website: https://www.tastybite.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Pam Pam (Australia) 	<p>Plant Based Thai Panang Curry</p> <p>Panang curry sauce with button mushroom, fragrant kaffir leaves and plant-based chicken with jasmine rice</p>	Australia	Online, Retail shops	Pouch with no rice: 450g, With Rice: 350g	Meat free meal, Ready-made meal	Website: https://pampambuns.com.au
Pam Pam (Australia) 	<p>Plant Based Thai Green Curry</p> <p>Creamy and rich green curry sauce with button mushroom and plant-based chicken served with jasmine rice</p>				3rd position in the ingredients list	



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Pam Pam (Australia) 	Steamed Buns - Mushroom Vegetarian steamed buns with shiitake, oyster and king oyster mushrooms	Australia	Online, Retail shops	260g	Meat free meal, Ready-made meal 4th position in the ingredients list	Website: https://pampam.buns.com.au
Dr. Oetker (Germany) 	Frozen Ristorante Funghi Mushroom Pizza A thin and crispy, Italian-style pizza; topped with mushrooms, creamy garlic, savoury mozzarella cheese and an aromatic tomato sauce.	Worldwide	Online, Retail shops	365g	Meat free meal, Ready-made meal 3rd position in the ingredients list	Website: https://www.oetker.com/en/international



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Delicious Foods Australia (Australia) 	Ragout Mushroom Potato and Kale A French farmhouse style stew	Australia	Online, Retail shops	430g	Ready-made meal, Meat free meal 1st position in the ingredients list	Website: https://deliciousfoodsaustralia.com
Benny's (Israel) 	Kosher Frozen Mushroom Bourekas	Australia	Online, Retail shops	800g	Meat free meal, Ready-made meal 3rd position in the ingredients list	Website: https://shop.coles.com.au/a/national/product/bennys-borekas




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
Garlo's Pies (Australia) 	Beef & Mushroom Pie Minced beef and mushrooms encased in a pastry shell.	Australia	Online, Retail shops	200g	Ready-made meal, Ready to heat 1st position in the ingredients list	Website: https://garlospies.com.au
Herbert Adams (Australia) 	Frozen Gourmet Chunky Sous Vide Beef & Button Mushroom	Australia	Online, Retail shops	2 pack, 400g	Ready-made meal, Ready to heat 3rd position in the ingredients list	Website: http://pattiesbrands.com.au/herbert-adams




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Ready to Heat / Ready Made Meal						
Coles (Australia) 	Vegan Mushroom and Lentil Pies An indulgent caramelised mushroom, carrot & lentil filling, encased in crisp, golden pastry & hand finished with tarragon.	Australia	Online, Retail stores	2 pack, 400g	Ready to heat, Meat free meal, 2nd position in the ingredients list	Website: https://shop.coles.com.au/a/national/home
Restaurant Collection (Australia) 	Grilled Garlic & Thyme Mushrooms	Australia	Online, Retail shops	450g	Ready to heat 1st position in the ingredients list	



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Heat / Ready Made Meal						
McCain (Canada) 	Oh My Veg Garlic Butter Beans & Crimini Mushrooms	Worldwide	Online, Retail shops	200g	Ready to heat 2nd position in the ingredients list	Website: https://www.mccain.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Prepare						
Continental (Australia)	<p>Side Dish Mushroom & Chive Risotto</p>  <p>Product comes in a foil-lined pouch. It is a ready-to-prepare option (add water and butter, then heat in microwave).</p>	Australia, NZ	Online, Retail shops	Foil lined pouch 115g	Ready to prepare >6th position in ingredients list	Website: https://www.continental.com.au
Belladotti (Australia)	<p>Risotto Porcini Mushroom</p> 	Australia	Online, Retail shops	250g	Ready to prepare 2nd position in the ingredients list	Website: https://www.belladotti.com.au



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Ready to Prepare						
Belladotti (Australia) 	Couscous Porcini Mushroom	Australia	Online, Retail shops	250g	Ready to prepare 2nd position in the ingredients list	
Plantasy Foods (Australia) 	Vegan Mac N Cheez - Porcini Cheez Plant based pasta meal with porcini mushrooms	Australia, NZ	Online	200g	Ready to prepare >6th position in the ingredients list	Website: https://realgoodfoodgroup.com


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Ready to Prepare						
Well & Good (Australia) 	Vegan Cheesy Mac - Wild About Mushroom Macaroni and cheese with mushroom bits	Australia	Online, Retail shops	110g	Ready to prepare >6th position in the ingredients list	Website: https://wellandgood.com.au
Plantitude (Australia) 	Vegan Mac & Cheeze Mushroom	Australia	Online, Retail shops	200g	Ready to prepare >6th position in the ingredients list	Website: https://www.woolworths.com.au
Maggi (Switzerland) 	Noodles wild mushrooms 5-minute meal. Noodles in a mushroom cream sauce.	Europe	Online, Retail shops	Plastic cup, 58g	Ready to prepare >6th position in the ingredients list	Butter & chanterelles mushrooms Website: https://www.goodnes.com/maggi



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Ready to Prepare						
San Remo (Australia) 	La Pasta Snack Chicken & Mushroom Cook in a saucepan with water, milk and butter for a quick 8-minute pasta.	Australia	Online, Retail shops	80g	Ready to prepare >6th position in the ingredients list	Website: https://sanremo.com.au
Flexible Foods (Australia) 	Creamy Mushroom Pasta Meal Just add water, heat and serve.	Australia	Online, Retail shops	240g	Convenience food, Ready to heat,	Mushroom in 2nd position Website: https://flexiblefoods.com.au
Rana (Italy) 	Porcini Mushroom Ravioli Diced mushrooms and ricotta cheese, wrapped in thin pasta parcels.	Europe, United States, Australia	Online, Retail shops	325g	Ready to heat 2nd position in the ingredients list	Website: https://www.rana.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Prepare						
Back Country Cuisine (New Zealand) 	Vegan Mushroom Bolognese Freeze dried. Mushrooms with tomato in a savoury sauce, served with noodles	New Zealand, Australia, South Africa	Online, Retail shops	Pouch, 175g	Freeze dried meal >6th position in the ingredients list	Website: https://backcountrycuisine.co.nz
Mythic Gaea (Greece) 	Frumenty with mushrooms Wheat dish	Greece	Online	300g	Ready to heat No ingredients list	Website: http://mythicgaea.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Ready to Prepare						
Mythic Gaea (Greece) 	Pilaf with Mushrooms Rice dish	Greece	Online	250g	Ready to heat No ingredients list	
Mythic Gaea (Greece) 	Noodles with mushroom	Greece	Online	330g	Ready to heat No ingredients list	

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
Campbell's (USA) 	Condensed Soup Cream of Mushroom 97% fat-free with no artificial preservatives and suitable for vegetarians.	Worldwide	Online, Retail shops	Canned, 420g	Soup 3rd position in the ingredients list	Also available: Unsalted cream of mushroom soup. Website: https://www.campbells.com
Campbell's (USA) 	Soup with Beef Bone Broth, Mushroom & Barley	Worldwide	Online, Retail shops	Canned, 505g	Soup 3rd position in the ingredients list	Website: https://www.campbells.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
Continental (Australia) 	Creamy Mushroom soup Instant soup mix. A powdered product presented in a sachet. Boiling water is added to produce an edible liquid soup	Australia, NZ	Online, retail shops	4 sachets 250ml per serve	Instant soup/Snack. The proportion of mushroom components is 8% (>6th position) made from extract powder and diced mushrooms. Key ingredient is potato starch. This product specifically identifies at the end of the ingredient list that the mushrooms are “responsibly grown mushrooms”.	Website: https://www.continental.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
Continental (Australia) 	Pepper Steak & Mushroom with croutons	Australia, NZ	Online, retail shops	4 sachets 250ml per serve	Instant soup/Snack	The proportion of mushroom components is only 1% of the ingredients (>6th position) made from extract powder & diced mushrooms.
Knorr (Unilever - Germany) 	Mushroom Stock Pot Ideal for vegetarian/vegan consumers. The unique umami flavours of mushrooms gives the stock a richness, similar in depth to meat.	Globally	Online, Retail shops	4 servings 125g per serve	Cooking stock/ Vegan stock	Can be added directly to a dish where it will smoothly melt to bring a full and rich taste. Also can be dissolved into 500ml of boiling water for a delicious stock. Website https://www.knorr.com/us



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
STAR (Italy) 	Porcini Mushroom Stock Cubes.	Europe	Online, Retail shops	10 pack, 10g per cube	Cooking stock/Vegan stock >6th position in the ingredients list	Can be used as a broth or crumbled into a meal for added flavour.
Plantasy Foods (Australia) 	Wild Mushroom Soup Plant based, powder mix that needs to be combined with water	Australia, New Zealand	Online	Single Sachet, 30 g Or Carton x10	Soup 5th position in the ingredients list (14%)	Website: https://realgoodfoodgroup.com




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
Mushroom & Company (USA) 	Signature Creamy 3 Mushroom Soup Made from white, brown and porcini mushrooms	United States	Online, Retail shops	Jar, 940g	Soup 1st position in the ingredients list	Website: https://mushroomandcompany.com
Heinz (US) 	Soup of The Day Creamy Mushroom with Thyme Soup 3 types of mushrooms (Shiitake, Portobello, Button) blended with potatoes, cream and more to create a smooth texture. Heat and enjoy.	Worldwide	Online, Retail shops	Pouch, 430g	Soup, 2nd position in the ingredients list	Website: https://www.heinz.com.au

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
Continental (Australia) 	<p>Nutrish So Mushroom Meal Soup</p> <p>So Mushroom soup is packed with flavoursome ingredients like risotto rice, lentils, champignon and porcini mushroom and leek. Just add water in a saucepan with the soup mix and in 15 mins you will have yourself 700g of delicious and nutritious soup.</p>	Australia	Online, Retail shops (Coles, Woolworths, Amazon)	Sachet, 103g	Instant soup, 2nd position in the ingredients list	Website: https://www.continental.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Soups/Stocks						
The Stock Merchant (Australia) 	Umami Rich Mushroom Stock	Australia	Online, Retail shops	Pouch, 500g	Cooking Sauce, 2nd position in the ingredients list	Website: https://thestockmerchant.com.au
Darikay (Australia) 	Mushroom Soup and Beef & Mushroom Soup	Australia	Online, Retail shops (only at Woolworths)	275g	Soup, Ready-made meal Both 2nd position in the ingredients list	Website: https://www.darikay.com.au


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Campbell's (USA) 	Mushroom Gravy		Online, Retail shops	Canned, 420g	Cooking sauce, Finishing sauce 2nd position in the ingredients list	Does not contain any dairy or meat Website: https://www.campbells.com
Plantasy Foods (Australia) 	Plant Based Gravy Mix Powder mix that needs to be combined with water to create a rich gravy.	Australia, New Zealand	Online	150g	Cooking sauce, Finishing sauce 3rd position in the ingredients list	Website: https://realgoodfoodgroup.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Tesco (UK) 	Creamy Mushroom Sauce A white sauce with mushrooms, double cream and mixed herbs intended to be combined with vegetables and/or protein to produce a meal.	Europe, UK	Online, Retail shops	Glass jar, 480g	"Ready-to-prepare" meal 2nd position in the ingredients list	Website: https://www.tesco.com/
Dolmio (AU, UK, Ireland) 	Creamy Mushroom Pasta Sauce	North America, Western Europe, Australia, New Zealand, Russia	Online, Retail shops	490g	"Ready-to-prepare" meal 3rd position in the ingredients list	Website: https://www.dolmio.com.au


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Masterfoods (Australia) 	Creamy Chicken & Mushroom Simmer Sauce	Australia	Online, Retail shops	490g	"Ready-to-prepare" meal 2nd position in the ingredients list	Website: https://www.masterfoods.com.au
Coles (Australia) 	Coles Kitchen Chicken Breast Mushroom Sauce	Australia	Online, Retail shops	360g	"Ready-to-prepare" meal 3rd position in the ingredients list	Website: https://www.coles.com.au
The Stock Merchant (Australia) 	Mushroom Sauce Gluten free	Australia	Online, Retail shops	Pouch, 300g	Finishing sauce 2nd position in the ingredients list	Website: https://thestockmerchant.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Monterey Mushrooms (USA)	Mushroom Sauces Thaw, heat and serve	USA	Available to foodservice distributors		Cooking sauce	Website: https://www.montereymushrooms.com
Tenuta Fragassi (Australia) 	Funghi Tomato & Mushroom Pasta Sauce	Australia	Online, Retail shops	Bottle, 300g	Cooking sauce	Website: https://genobilesaba.com/brand/fragassi
Nutty Bay (Australia) 	Cashew Mushroom Cheese Vegan, gluten free base for creamy sauces. Cashews and porcini mushrooms	Australia (Sydney)	Online, Retail shops, Cafe's	Available in: 270g, 1kg bulk service, 2kg bulk service.	Flavour enhancer, Sauce base 5th position in the ingredients list	Website: https://nuttybay.com.au


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Masterfoods (Australia) 	Mushroom & White Wine Finishing Sauce A creamy finishing sauce with mushrooms and a splash of white wine. Simply heat and pour over meat or vegetables.	Australia	Online, Retail shops	Pouch, 165g	Finishing sauce >6th position in the ingredients list	Website: https://www.masterfoods.com.au
GravoX (Australia) 	Mushroom & Garlic Sauce Liquid	Australia	Online, Retail shops	Pouch, 165g	Finishing sauce 3rd position in the ingredients list	Website: https://www.gravox.com.au




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Cooking Sauces						
Belladotti (Australia) 	Porcini & Mushroom Dry Sauce Mix An Italian dry sauce mix, when rehydrated with water & a dash of olive oil, creates an authentic mushroom pasta sauce.	Australia	Online, Retail shops	40g	Cooking sauce 1st position in the ingredients list	Website: https://www.belladotti.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Spreads						
Tartex (Germany) 	Vegetarian Mushroom Pâté	Europe, UK	Online, Retail shops	PE tub, 125g	Vegetarian spread 2nd position in the ingredients list	Website: https://www.tartex.com
Granovita (UK) 	Organic Mushroom Paté Meat-free yeast based pâté made with champignon mushrooms and herbs.	United Kingdom	Online	250g	Vegetarian spread 2nd position in the ingredients list	Website: https://granovita.co.uk




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Spreads						
Romanian Delights (Australia) 	<p>Zacusca Mushroom Veggie Spread</p> <p>A spread that is a combination of button mushrooms, baby spinach, broccoli florets, onion and tomato</p>	Australia	Online	230g	Vegan/ Vegetarian spread 1st position in the ingredients list	Website: https://romanian-delights.com.au


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Condiments / Flavour Enhancers						
Geo Watkins (England) 	Mushroom Ketchup Made with dried mushrooms, roasted barley malt extract, and spices. Used to enhance the flavour of steak, puddings, roast meats, sauces, and soups, like a traditional ketchup product.	Worldwide	Online	Glass bottle 170g	Condiment/ Flavour enhancer 5th position in the ingredients list	Website: https://geowatkins.com
King Brand (Singapore) 	Vegetarian Mushroom Oyster Sauce	Australia	Online, Retail shops	430mL	Flavour enhancer, Cooking sauce 2nd position in the ingredients list	


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Condiments / Flavour Enhancers						
<p>Scelta Inside (Netherlands)</p> 	<p>Mushroom Flavour Enhancer</p> <p>Available in powder and liquid form. Amplify the natural mushroom taste in all your product applications. The combination of natural mushroom flavour with naturally occurring umami gives depth and enriches the taste. It creates a distinctive, full flavour.</p>	<p>Netherlands (serves markets in over 80 countries)</p>	<p>Scelta serves the food retail, food industry and food service markets. Companies contact Scelta directly.</p>	<p>?</p>	<p>Flavour enhancer, Food Service</p>	<p>It takes 25 kg of fresh mushrooms (and seven hours!) to make just 1kg of concentrate.</p> <p>Made from 100% mushroom stems.</p> <p>Concentrate is spray dried onto a non-GMO, maize-based maltodextrin to make the powder concentrate</p> <p>Website: https://www.sceltaamushrooms.com</p>

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Condiments / Flavour Enhancers						
Giorgio Blendabella (USA) 	Blendabella A blend of Diced Portabella, Vegetables and Herbs. Available in 3 flavours: Rustic Tuscan, Zesty Mexican and Coconut Thai.	USA	Online	Jar, 340g	Topper, Flavour Enhancer 1st position in the ingredients list	A brand of the company Giorgio Website: http://www.giorgiofresh.com
Trader Joe's (US) 	Mushroom & Company Multipurpose Umami Seasoning Blend	United States	Online, Retail shops	Glass jar, 60g	Flavour enhancer, Seasoning 4th position in the ingredients list	Website: https://www.traderjoes.com/home Seasoning includes white button and porcini mushroom powder
It's Delish (US) 	Dried Mushroom Kibble Boletus luteus mushrooms	United States	Online, Retail shops	2oz, 3.5oz, 4oz, 8oz, 16oz, 15LBS	Flavour enhancer	Website: https://itsdelish.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Condiments / Flavour Enhancers						
Mushroom and Company (USA) 	Mushroom Powder Different mushroom powders are available: Chaga, Cordyceps, Lion's Mane, Maitake, Porcini, Reishi, Tremella.	United States	Online, Retail shops	2 oz	Flavour enhancer, Seasoning 1st position in the ingredients list	Website: https://mushroomandcompany.com
Ceruti (Italy) 	Tartufata Truffle and Mushroom Paste A truffle paste with a combination of black summer truffles, champignon mushrooms, black olives, anchovies, herbs.	Worldwide	Online, Retail shops	Jar, 190g	Flavour enhancer, Marinade 1st position in the ingredients list	Mushrooms are foraged in the forests of Tuscany, Umbria and Piedmont during autumn-winter months.


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Condiments / Flavour Enhancers						
Fiore (US) 	Mushroom and Sage Olive Oil Olive oil naturally infused with mushrooms and sage	United States, Canada, Netherlands, United Kingdom, Australia	Online, Retail shops	200mL, 375mL, 750mL	Cooking oil, Flavour enhancer	Website: https://www.fioreoliveoils.com
Life Cykel (Australia) 	Mushroom Honey Beemunity enhanced honey with reishi extract.	Australia (Life Cykel ships internationally)	Online, Retail shops	375g	Sweetener, Flavour enhancer 2nd position in the ingredients list	Website: https://asia.lifecykel.com
Baishanzu XO (China) 	Five Spices Mushroom Sauce Perfect for noodles, dipping sauce, or as a cooking condiment.	Multiple countries	Online, Retail stores	210g	Condiment, Flavour enhancer,	Made with Shiitake mushrooms - 1st position



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Crisps						
DJ & A (Australia) 	Shiitake Mushroom Crisps Marketed as being "all natural and vegan friendly", with no added MSG, genetically modified organisms (GMOs) or artificial colours, flavours or preservatives. The product has the appearance of dried (dehydrated) whole mushrooms, rather than crisps, as implied by the name.	Australia, Singapore	Online, Retail shops (Chemist Direct, Harris Farm, Born, Costco)	Foil lined pouch, 150g	All natural snack	Also available: Mixed Mushroom Crisps (Shitake, Nameko and Oyster) from DJ & A Website: https://www.djaproducts.com/products



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Crisps						
<p>Vegan Rob's (USA)</p> 	<p>Mushroom Kettle Potato Chips</p> <p>Marketed as being nutrient dense, with antioxidants. They are certified Gluten-Free, Non-GMO, Kosher & Vegan. They claim to be high in Vitamin C, with 3g protein, <1g sugars, 5g dietary fibre per serve, and no trans fats or cholesterol. Made from wild or porcini mushroom ingredients.</p>	<p>USA and Globally</p>	<p>Online, Retail shops</p>	<p>Bag, 100g</p>	<p>Plant-based snack</p>	<p>Website: https://veganrobs.com</p>


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Crisps						
<p>Trader Joe's (USA)</p> 	<p>Crispy Crunchy Champignon Mushroom Snacks</p> <p>The (white) Champignon mushrooms are thick-cut, vacuum fried with sunflower oil, and salted, to produce a bite-sized Mushroom Snack that is crispy, crunchy, and loaded with savoury, subtly sweet, 'shroom flavor.</p>	USA	Online, Retail shops	Pouch, 57g	Plant based snack	<p>The product is Kosher</p> <p>Website: https://www.traderjoes.com/home</p>


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Crisps						
X50 (Australia) 	Sea Salt Mushroom Chips Shiitake mushrooms. Vegan and Gluten free	Australia	Online	Bag, 40g	Plant based snack	Website: https://www.x50lifestyle.com.au
Other Foods (UK) 	Crunchy Mushrooms Vegan and Gluten free Available in Shiitake, Oyster and Trumpet mushrooms	UK	Online	Bag, 40g	Plant based snack	Website: https://otherfoodsuk.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Chocolate						
<p>Four Sigmatic (USA)</p> 	<p>Mushroom Chocolate</p> <p>A dark chocolate bar made from 10 varieties of mushrooms: Chaga, Reishi, Cordyceps, Lion's Mane, Shiitake, Maitake, Enokitake, Agaricus, Meshima, and Tremella.</p>	<p>Multiple countries</p>	<p>Online, Retail shops</p>	<p>28g</p>	<p>Snack / Treat / Vegan</p>	<p>This company uses mushrooms in all their products from coffees, tea, and cosmetic products.</p> <p>Website: https://us.foursigmatic.com</p>


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Jerky						
Pan's Mushroom Jerky (USA) 	Mushroom Jerky Made with shiitake mushrooms, Pan's original uses simple ingredients to create a slightly sweet, umami flavour. Pan's jerky is vegan, gluten-free, and uses organic ingredients	USA	Online	Pouch 62g	Meat-free snack	Available in 4 flavours: Original, Applewood BBQ, Salt & Pepper and Zesty Thai Website: https://www.mushroomjerky.com
Kind of a Jerk (Australia) 	Tamari Mushroom Mix Chewy vegan mushroom (shiitake & portobello) jerky	Australia	Online	40g	Meat free snack	Website: https://kindofajerk.com.au

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Jerky						
Savory Wild (USA) 	Portabella Jerky Flavours: Smokehouse bacon. Hot & Spicy Cajun. Sesame, Ginger & Korean Chili. Roasted Garlic & Black Pepper and Sweet Balsamic & Golden Fig.	USA	Online	Pouch - 57g, Also available in: 3 packs, 5 packs, 1 case with 12 pouches.	Meat-free snack	A brand of the company Giorgio Website: https://savorywild.com
Back to Basics (Australia) 	Vegan Shiitake Jerky Available in a variety of flavours: Original, Smoked Chilli & Garlic, Middle Eastern, Mustard & Herbs and Texas BBQ.	Australia	Online, Retail stores	60g	Meat free snack	

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Snacks - Bars						
 Shrooms (USA)	<p>Crispy Mushroom Bars</p> <p>A mushroom snack bar, similar to a muesli bar, positioned as a healthy snack with nutritional and clean label benefits.</p>	USA	Online, Retail shops	40g	<p>Meatless snack, fresh mushroom snacks, dried mushroom fresh produce snacks, all-natural snacks or vegan snack.</p> <p>>6th position in ingredients list</p>	<p>Shrooms Snacks is owned by South Mill Champs, one of North America's largest mushroom growers.</p> <p>This company also produces mushroom jerky</p>



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
<p>Four Sigmatic (USA)</p> 	<p>Ground Mushroom Coffee</p> <p>Claims to boost energy levels and support productivity, focus, and creativity. Marketed as the "perfect to kickstart your morning and power through your workday at the office or at home". Available with Chaga & Lion's mane mushrooms (powder & coffee pods)</p>	<p>Multiple countries</p>	<p>Online, Retail shops</p>	<p>340g</p>	<p>Coffee beverage / dietary supplement (immune function)</p>	<p>This company uses mushrooms in all their products from coffees, tea, and cosmetic products.</p> <p>Website: https://us.foursigmatic.com</p>



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Mushroom and Company (USA) 	Mushroom Coffee Available with either: Chaga mushrooms, Cordyceps mushrooms, Lion's Mane mushrooms, Maitake mushrooms or Reishi mushrooms.	United States	Online, Retail shops	340g	Coffee beverage 1st position in ingredients	Website: https://mushroomandcompany.com
Life Cykel (USA)	Organic Mushroom Coffee Coffee mix with lion's mane, chaga and cordyceps mushrooms	Worldwide	Online, Retail shops	100g	Coffee Beverage	Website: https://lifecykel.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Buddha Teas (USA) 	Mushroom Tea Buddha Teas claim to use fresh ingredients to offer high quality teas to tea drinkers everywhere. Their teas are free from chemicals, preservatives and added flavourings. Further, they are minimally processed and they use eco-friendly packaging. Their two mushroom teas, Reishi and Chaga, fall within their Specialty Tea category.	USA, UK, Australia and New Zealand	Retail shops (US) and online (US, UK, Australia and New Zealand)	18 tea bags 18 g	Tea beverage/ Health beverage	Website: https://www.buddhateas.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Kaiya Naturals (USA) 	Mushroom Tea Flavours available include: Berry Mint Mushroom Tea, Black Chaga Vanilla Chai Mushroom tea, Chaga Vanilla Chai Mushroom Tea, Cocoa Black Pepper Chai Mushroom Tea, Hibiscus Dandelion Mushroom tea, Lovely Lavender mushroom Tea, Shitake Green Tea, Maitake Immune Formula Tea & Broth.	United States	Online, Retail shops	Tin, 49g	Tea	Website: https://kaiyanaturals.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Vahdam Superfoods (USA) 	Turmeric Mushroom Latte mix Turmeric, reishi mushroom, black pepper, vanilla, and stevia. "Make the most of Turmeric's holistic medicinal value and the calming properties of Reishi mushroom with our revolutionary latte mix" - Simply add the powder to a cup of milk.	United States (iherb ships worldwide)	Online	100g	Latte mix/beverage	Website: https://www.vahdam.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Teelixir (USA) 	Mushroom Latte Available: Mushroom turmeric latte with cordyceps and ginger, Mushroom Beet Latte with chaga and cacao, Mushroom Cacao Latte with reishi and rose & Mushroom Matcha Latte with lion's mane and peppermint.	Worldwide	Online, Retail shops	60g	Latte mix/beverage	Website: https://teelixir.com
Rebbl (USA) 	Reishi Chocolate Immunity Elixir A drink with dark cocoa, reishi mushroom and vanilla to support your immunity	United States	Online, Retail shops	355ml	Chocolate beverage, Health Beverage	Website: https://rebbl.co


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Four Sigmatic (USA) 	Mushroom Cacao Mix 2 options available: Chilli with Reishi & Cordyceps.	Multiple Countries	Online, Retail shops	60g (10 x 6g sachets)	Chocolate beverage,	Website: https://us.foursigmatic.com
Life Cykel (USA)	Reishi Cacao	Worldwide	Online, Retail shops	100g	Chocolate beverage, Dietary supplement	Website: https://lifecykel.com
Sunfood Superfoods (US) 	Organic Cacao & Mushrooms Superfoods Powder	United States, Australia	Online, Retail shops	210g	Health Beverage	Website: https://www.sunfood.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Organic Merchant (Australia) 	Mushroom Cacao with Reishi - Spark Dust	Australia	Online	100g	Health beverage	Website: https://organicmerchant.com.au
Life Cykel (Australia) 	Golden mushroom chai Chai infused with Lion's Mane Mushroom and Kakadu plum	Australia (Life Cykel ships internationally)	Online, Retail shops	250g	Tea beverage	Website: https://lifecykel.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Beverages						
Life Cykel (USA) 	<p>Organic Sparkling Calm Energy Drink Made with Turkey tail mushroom and organic cold infused lemongrass & ginger tisane. The company claims that this is the perfect summer beverage to keep you cool, calm and collected and that this drink will provide you with pure synergistic energy that will keep you flowing throughout the day.</p>	Worldwide	Online, Retail shops	330mL	Health Beverage	Website: https://lifecykel.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
mBio (Monaghan Mushrooms Group) (Ireland) 	Mushroom Powder 3 types of Mushroom Powders - B12, Vitamin D, Whole mushroom. Sustainable and Vegan.	Ireland	Directly from the company	B12 - Available in 250mcg and 500mcg. Vitamin D - Available in 7,500 IU and 15,000 IU.	Available in capsule and tablet form.	Biotechnology “our mushroom powders provide ingredients for functional food, sports and nutraceutical markets.” Website: https://www.mbio.ie



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Fungiology (USA) 	<p> Ganoderma lucidum (Red Reishi) & Agaricus bisporus (White Button Mushroom), Immune Duo A dual tincture of Red Reishi (Japan) and cultivated White Button (USA). The phytochemical components (phenolics and flavonoids), micronutrients & antioxidant properties may help to support overall immune function & wellbeing. </p>	USA, Australia, AE	Online, Retail shops	60ml (1ml 1-3 times/day with food)	<p>Dietary supplement (immune function)</p> <p>They suggest that the components are isolated from the mycelium, primordia and fruiting bodies of the mushrooms.</p>	<p>Other companies that sells white button mushroom supplements: Mushroom Science</p> <p>Website: https://californiagoldnutrition.com</p>

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
<p>Source Naturals (USA)</p> 	<p>Mushroom Immune Defense, 16-Mushroom Complex A blend of mushroom mycelia and extracts from what the company claims to be "16 of the most well-studied species of health-supportive mushrooms". The claims are based on emerging research for mushroom constituents' anti-inflammatory & immunomodulating effects.</p>	<p>USA</p>	<p>Online, Retail shops</p>	<p>30,60,120 tablets, 1-2 tablets twice daily</p>	<p>Dietary supplement (immune defense)</p>	<p>Other companies that sell multi-complex mushroom supplements: Organic Mushroom Nutrition, Host Defense Mushrooms.</p> <p>Website: https://www.source Naturals.com</p>


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Minivita (UK) 	<p>Mushroom Superfood Powder</p> <p>Made from white button mushrooms grown under UV light to produce Vitamin D enriched mushrooms which are then powdered to form this product. The intended application of this product is as a supplement to be added to smoothies or used in cooking.</p>	UK, Australia	Online, Retail shops	80g, 5g per day	Natural, organic, Vit D dietary supplement.	<p>Other companies that sell Vit D mushroom powder supplements: PLT Health Solutions, Guzen Development</p> <p>Website: https://minivita.co.uk</p>

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Monterey Mushrooms (USA) 	Just Mushrooms Mushroom Powders - featuring High Vitamin D Vitamin D-laden dried fungi available in Button and Brown mushroom species.	USA	Available to food and supplement manufacturers nationwide in the USA. Contact Monterey Mushrooms.	Standard pouch size is 10 kg. Smaller pouch sizes (1 kg, 5 kg) require a surcharge and are available for small (<10 kg) orders only. (15 g sample upon request)	Dietary Supplement, Flavour enhancer,	Available without vitamin D2. Website: https://www.montereymushrooms.com
Teelixir (USA) 	Medicinal Mushroom Powders Options: Lion's mane, Reishi, Chaga, Cordyceps, Tremella, Turkey tail, Maitake & Immunity 8 extract blend.	Worldwide	Online, Retail shops	100g, 1Kg	Dietary Supplement	Website: https://teelixir.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Life Cykel (USA)	Mushroom Powders	Worldwide	Online, Retail shops	100g,	Dietary Supplement	Website: https://lifecykel.com
	Beauty Shrooms Vegan Collagen Protection Product claims helps to hydrate skin from the inside out by mitigating oxidative damage to the natural collagen in skin.	USA	Online, Retail shops	240g	Blend with coffee, matcha, and smoothies. Can replace milk in coffee, cereals, and drinks	Marketing angle: "Nourishing and detoxifying, this creamy supplement helps minimise the appearance of fine lines and wrinkles while helping to protect skin from free radical damage." Website: https://www.beautylish.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Quality of Life (USA) 	Deodorex® According to the manufacturer, Deodorex® works from the inside out to reduce body odours by decreasing levels of these chemicals in the intestines and blood.	USA	Online, Retail shops	60 capsules, 2 caps with meals or empty 1 cap into a small amount of water, rinse for 30 seconds and spit	Detox regimen	Other companies that sell multi-complex mushroom supplements: Yerba Prima. Website: https://qualityoflife.net
Anima Mundi Apothecary (US) 	Soma 6 Mushroom Adaptogenic Elixir Vegan, Immune support elixir of Reishi, Chaga, Maitake, Shiitake, Lion's Mane, and Agaricus.	(USA, Europe, Australia)	Online, Retail shops	Glass bottle, 60ml	Dietary Supplement	Website: https://animamundiherbals.com



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
<p>Kissed Earth (Australia)</p> 	<p>Magic 8 Vitality + Immunity Medicinal Mushrooms</p> <p>A blend of life enhancing medicinal mushrooms to boost immunity, energy and overall vitality.</p> <p>Ingredients: Mushrooms (Lion's Mane, Reishi, Cordyceps, Shiitake, Poria, Turkey Tail, Snow Fungus, Maitake).</p>	<p>Australia</p>	<p>Online, Retail shops</p>	<p>150g</p>	<p>Dietary Supplement</p>	<p>Website: https://kissedearth.com.au</p>




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Zhou Nutrition (US) 	<p>Mushroom 8-Plex Powder</p> <p>A Superfood Blend of organic and fermented mushrooms (chaga, maitake, reishi, royal agaricus, shiitake, turkey tail, cordyceps & lion's mane)</p> <p>Ready-To-Use Powder Mixes Easily With: Coffee, Smoothies, Shakes, Recipes.</p>	United States (iherb ships worldwide)	Online, Retail shops	60g	Dietary Supplement	Website: https://www.zhounutrition.com


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Wanderlust (Australia) 	Brain Mushrooms An organic 5 mushroom (Shiitake, Enokitake, Oyster, Trumpet & Maitake) health blend with zinc derived from Guava to support healthy cognitive function	Australia	Online, Retail shops	75g	Dietary Supplement	Website: https://wanderlust.com.au
Life Cykel (USA) 	Extract Flavouring Options: Reishi Mushroom, Turkey Tail Mushroom, Lion's Mane Mushroom, Shiitake Mushroom, Chaga.	Worldwide	Online, Retail shops	60mL	Dietary Supplement	Website: https://lifecykel.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Dietary Supplements						
Further Food (US) 	<p>Chocolate Collagen Peptides Powder</p> <p>Collagen peptides, dark chocolate and reishi mushroom powder</p>	United States, Canada	Online, Retail shops	781g	Dietary Supplement,	Website: https://www.furtherfood.com


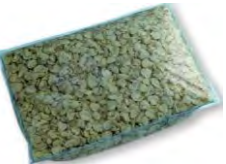
Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms – Tinned Mushrooms						
Riviana Food Service *(Australia) 	Champignons Pieces & Stems Button mushrooms sliced & packed in brine. Producers claim they are particularly good in bringing out the flavour of other foods like meat, chicken, veg when used in combination dishes.	Australia	Online, Retail shops	Canned, 425g, 2.84kg	Sliced for convenience	*Uncertain if canned in AU Website: https://rivianafoodservice.com
Woolworths (Australia) 	Champignons Pieces & Stems and Champignon whole	Australia	Online, Retail shops	Canned, 400g	Sliced for convenience	Website: https://www.woolworths.com.au



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Tinned Mushrooms						
Coles (Australia) 	Champignons Pieces & Stems and Champignon whole	Australia	Online, Retail shops	Canned, 195g, 425g	Sliced for convenience	Website: https://shop.coles.com.au
Pennsylvania Dutchman (USA) 	Stems and Pieces Mushrooms	United States	Online	Canned, 113g		A brand of the Giorgio Foods company Website: http://www.giorgiofresh.com/get-to-know-us/our-brands/


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Tinned Mushrooms						
Monterey Mushrooms (USA) 	Processed Mushrooms Whole sliced mushrooms & Mushroom pieces and stems (Holland) Superior, gourmet and garlic products (Mexico)	United States	Select Sam's Club and Costco stores in the US, Online	Can, Regular pieces and stems come in 3 sizes: 800g, 2.98kg, third unknown. Whole sliced mushrooms, Superior and Gourmet pieces and stems: Large (Unknown)	Sliced for convenience	Website: https://www.montereymushrooms.com
Edgell (Australia) 	Sliced Mushrooms in Butter Sauce	Australia	Online, Retail shops	Canned, 220g	Sliced for convenience	Website: https://edgell.com.au
Woolworths (Australia) 	Mushrooms in Butter Sauce	Australia	Online, Retail shops	Canned, 400g	Sliced for convenience	Website: https://www.woolworths.com.au
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Country	description		Country	description		Country
Preserved Mushrooms - Tinned Mushrooms						
Coles (Australia) 	Sliced Mushrooms in Butter Sauce	Australia	Online, Retail shops	Canned, 195g, 425g	Sliced for convenience	Website: https://shop.coles.com.au


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms – Jars						
Monterey Mushrooms (USA) 	Marinated Mushrooms Large mushrooms in a garlic marinade. Organic version is also available.	United States	Select Sam's Club and Costco stores in the US, Online	Jar 2 sizes: 454g & 907g	Whole mushrooms	
Mushroom & Company (USA) 	Marinated Garlic Italian Mushrooms	United States	Online, Retail shops	Jar, 340g	Whole mushrooms	Website: https://mushroomandcompany.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Pouches						
<p>Monterey Mushrooms (USA)</p> 	<p>Let's Blend® Pouches hold finely diced mushrooms that are blanched, and cooled. Available in both traditional and seasoned varieties.</p>	<p>USA</p>	<p>Not available for retail sellers. Samples are only available to foodservice operators and distributors, product developers, and food manufacturers.</p>	<p>Cases of 4, 40-oz pouches & Cases of 12, 8-oz pouches</p>	<p>Sliced for convenience, Food service</p>	<p>Product has an 18-month shelf life from the date of production.</p> <p>Produced in San Miguel de Allende, Mexico.</p> <p>Website: https://www.montereymushrooms.com</p>
<p>Scelta (Netherlands)</p> 	<p>Preserved Mushrooms (polybag)</p> <p>Blanched mushrooms. Available whole or sliced. Available in various slice thicknesses from 4-9mm and various cap sizes 20-80mm.</p>	<p>Netherlands (serves markets in over 80 countries)</p>	<p>Scelta serves the food retail, food industry and food service markets. Contact Scelta directly.</p>	<p>Various packagings from bags of 450g to octabins of 850kg</p>	<p>Frozen, Food service, Food industry</p> <p>FS</p>	<p>Up to 12 months shelf life, chilled.</p> <p>Packed in polybags which are more user & environmentally friendly.</p> <p>Website: https://www.sceltaamushrooms.com</p>



Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Pouches						
Scelta (Netherlands) 	Ecopouch™ Mushrooms Mushrooms are cooked in their own juice. Available whole, sliced or cubed. Cap sizes can be Small - 32 mm, Medium - 40 mm and Large - 50 mm. Flavourings available: natural, truffle, trifolati & salt and pepper. Ready to use right away.	Netherlands (serves markets in over 80 countries)	Scelta serves the food retail, food industry and food service markets. Contact Scelta directly.	Standard packaging includes 2.5 kg & 6 kg pouches	Food Service, Food Industry, Food Retail	Available with vitamin D. Website: https://www.sceltaamushrooms.com
ToJo Mushrooms (USA) 	Processed and Value added mushrooms	United States	Contact ToJo	Contact ToJo	Food Service	Website: https://to-jo.com




Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Pouches						
ToJo Mushrooms (USA) 	Pulled Port Pulled Mushrooms. Vegan and Gluten free. Available in a variety of flavours: Original, BBQ, Philly, Carnitas and Custom flavours	United States	Contact ToJo	Available in food service sized QTYs. Contact ToJo	Food Service, Ready to heat, Available for retail also – contact ToJo	Offers custom flavours. Open to product development with food service or food manufacturers (white label products)

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Frozen						
<p>Scelta (Netherlands)</p> 	<p>Frozen Mushrooms</p> <p>IQF (individually quick frozen) mushrooms. Available in various forms: whole, halved, quartered, sliced, cubes, grits and superdry. Available in various slice thicknesses from 4-9mm and various cap sizes 20-80mm. Available as white, brown or portobello mushrooms.</p>	<p>Netherlands (serves markets in over 80 countries)</p>	<p>Scelta serves the food retail, food industry and food service markets. Contact Scelta directly.</p>	<p>Various packagings from bags of 450 g to octabins of 850 kg</p>	<p>Frozen, Food service, Food industry, Food retail</p>	<p>Mushrooms have a long shelf life of 24 months with no preservatives added.</p> <p>All IQF mushrooms are available unblanched, scalded, blanched and organic.</p> <p>Website: https://www.scelta-mushrooms.com</p>


Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Frozen						
<p>Scelta (Netherlands)</p> 	<p>Grilled Mushrooms Mushrooms are coated with oil and grilled. The dry heat forms a crust sealing in all flavour and nutrition. The process reduces moisture while enhancing flavour and bite. Individually quick frozen afterwards.</p> <p>Available in various slice thicknesses from 4-9mm and various cap sizes 20-80mm.</p>	<p>Netherlands (serves markets in over 80 countries)</p>	<p>Scelta serves the food retail, food industry and food service markets. Contact Scelta directly.</p>	<p>Various packagings from bags of 450 g to octabins of 850 kg</p>	<p>Frozen, Food service, Food industry, Food retail</p>	<p>Also available as organic and Flavour coatings can be added upon request.</p>

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Preserved Mushrooms - Frozen						
Phillips Gourmet Mushrooms (US) 	<p>Sautéed Fire-roasted mushrooms</p> <p>IQF and umami rich.</p> <p>Available: Steak Cut Portabella, Sliced White & Mushroom Medley (White, Portabellas & Sliced Shiitakes).</p> <p>Also available: Blend-Ready® Moisture-Reduced Mushrooms (Diced, roasted, moisture reduced & frozen – ready to use in “Blended” recipes)</p>	United States	Contact the company directly.	Various sizes (customizable)	Food Retail, Food Service, Ready to heat	<p>The company will work with customers to create custom packs</p> <p>Private labelling is also available</p> <p>The company also supplies their mushrooms for food service (restaurants, universities, healthcare and business industry)</p> <p>Website: https://phillipsgourmet.com</p>

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Fresh Mushrooms						
Coles (Australia) 	Coles Mushrooms Mince Fresh, finely diced white mushrooms	Australia	Online, Retail	300g	Chopped for convenience	Website: https://shop.coles.com.au
Trader Joe's (USA) 	Veggie Kabobs Skewered mushrooms, onions, squash & bell peppers.	United States	Online, Retail	Pack of 2, 340g	Sliced for convenience	Website: https://www.traderjoes.com/home

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Meal Kit Providers						
Dinnerly (Australia)  NOTE: Dinnerly and Marley Spoon are owned by the same company.	Meal Kit delivery service "Mushroom Meat" "Mushroom Burger Patties"	Australia	Weekly subscription, Home delivery	Single or double serves.	Mushroom is in the 1st position of the ingredients list Products used to replace traditional proteins in a variety of dishes.	Website: https://dinnerly.com.au Mushroom Patty: Manufacturer not disclosed. Mushroom meat: Manufacturer not disclosed, seems to be the same product as Marley Spoon and Hello Fresh.
Marley Spoon 	Meal Kit delivery service "Plant-based Mushroom Meat"	Australia	Weekly subscription, Home delivery	Single or double serves.	As above	As above
Hello Fresh 	Meal Kit delivery service "Plant-based slow braised meat"	Australia	Weekly subscription, Home delivery	Single or double serves.	As above	As above

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Personal care (Non-food) mushroom products of current interest						
Alaffia (USA) 	Mushroom Deodorant Alaffia produces a deodorant containing coconut, charcoal and Reishi mushrooms to assist in minimising bodily odours.	Worldwide	Online, Retail shops	74g	Body care	Website: https://www.alaffia.com
Origins (USA) 	Mega Mushroom Skin Relief Set Skincare infused with mushroom (Reishi and Chaga) to help soothe the look of irritation, hydrate skin and diminish visible redness	Worldwide	Online, Retail shops	Treatment Lotion (100ml), Advanced Face Serum (30ml), Skin Relief Face Cleanser (50ml), Soothing Face Mask (30ml).	Skincare	Website: https://www.origins.com

Company, Country	Product description	Sold	Distribution channels	Packaging, Quantity	Product positioning	Miscellaneous
Personal care (Non-food) mushroom products of current interest						
<p>Life Cykel (USA)</p> 	<p>Mouth Mist</p> <p>A mouth mist to freshen your mouth.</p> <p>Options: Reishi and Lemon Myrtle, Chaga and Lemon Myrtle, Cordyceps and Lemon Myrtle, Turkey Tail and Lemon Myrtle</p>	<p>Worldwide</p>	<p>Online, Retail shops</p>	<p>60mL</p>	<p>Personal care, Mouth Freshner</p>	<p>Website: https://lifecykel.com</p>