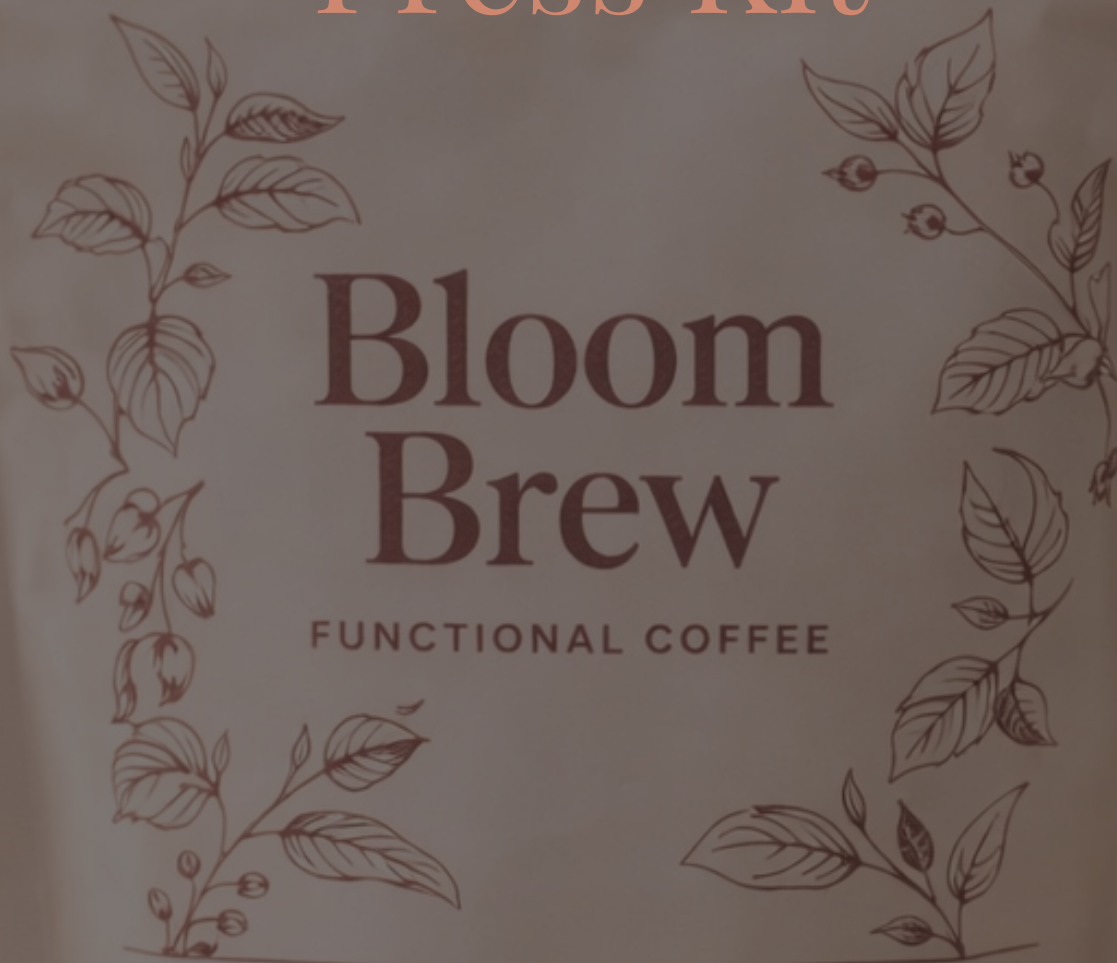


Bloom Brew Co.

Press Kit



FOCUS • ENERGY • NO CRASH



BLOOM'S MAKE MESSON
BOM BODROONS

ADAPOGENS
ADAATOGENS

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VITAMIN B12

Erin Smith
March 2026

Elevate Your Everyday Energy



“We wanted to elevate that experience by creating something that not only energizes you, but also supports your long-term well-being.”

FOR IMMEDIATE RELEASE

Bloom Brew Co. Launches Functional Coffee Line Infused With Adaptogens to Support Focus and Wellness

LYNCHBURG, Va. — Bloom Brew Co., a wellness-focused coffee brand founded by Erin Smith, today launched a new functional coffee line infused with adaptogens, including lion's mane and ashwagandha, designed to support focus, energy and balance. The products are now available nationwide through the company's website and select boutique retailers. The launch responds to growing consumer demand for beverages that combine convenience with cognitive and wellness benefits.

Bloom Brew Co.'s initial lineup includes three blends: Focus Fuel, formulated with lion's mane to support mental clarity; Calm Energy, featuring ashwagandha for stress balance; and Glow Brew, a collagen-infused light roast designed to support overall wellness. Each product is made with ethically sourced coffee beans and contains no artificial additives.

The company developed its product line to meet the needs of young professionals and wellness-focused consumers seeking alternatives to traditional caffeine products that often lead to energy crashes. By combining functional ingredients with premium coffee, Bloom Brew Co. aims to enhance daily routines through intentional consumption.

“Coffee is already a daily ritual for so many people,” said Erin Smith, founder and CEO of Bloom Brew Co. “We wanted to elevate that experience by creating something that not only energizes you, but also supports your long-term well-being.”

The brand will support the launch with a digital marketing campaign across Instagram and TikTok, including influencer partnerships and user-generated content initiatives designed to build community and brand awareness.

Industry trends indicate continued growth in the functional beverage sector, driven by increased consumer interest in health, productivity and wellness. Bloom Brew Co. positions itself at the intersection of these trends, offering a product that blends performance with lifestyle appeal.

For more information, visit www.bloombrewco.com

Media Contact:

Erin Smith

Founder & CEO, Bloom Brew Co.

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Bloom Brew Co.

Fact Sheet

Mission: To transform everyday coffee into a functional wellness ritual that supports focus, energy, and balance.

Founded: March 2026

Target Audience:

- Women ages 20–40
- Young professionals
- Wellness-focused consumers
- Social media-savvy audiences

Products:

- Focus Fuel – Medium roast coffee with lion's mane for cognitive support
- Calm Energy – Low-acid blend with ashwagandha for stress balance
- Glow Brew – Light roast with collagen and vanilla for beauty + wellness benefits

Vision: To become a leading brand in the functional beverage space by blending performance, wellness, and aesthetic lifestyle branding.

Location: Lynchburg, VA

Key Features:

- Functional ingredients (adaptogens, collagen)
- Ethically sourced coffee beans
- No artificial additives
- Eco-friendly packaging

Contact Information:

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- 📷 Instagram: [@bloombrewco](https://www.instagram.com/bloombrewco)
- 🎵 TikTok: [@bloombrewco](https://www.tiktok.com/@bloombrewco)



Bloom Brew Co.

About

Company Overview

Bloom Brew Co. is a modern functional coffee brand founded in 2026 in Lynchburg, Virginia. The company was created to address a growing gap in the beverage market: the need for coffee that not only energizes but also contributes to overall well-being. By combining premium coffee with functional ingredients such as adaptogens and collagen, Bloom Brew Co. offers a product that aligns with evolving consumer lifestyles centered around wellness, productivity, and intentional living.

Industry Context

The functional beverage industry has experienced significant growth in recent years, driven by consumer demand for products that provide health benefits beyond basic nutrition. Adaptogens such as lion's mane mushroom and ashwagandha have gained popularity due to their potential to support cognitive function, stress reduction, and mental clarity.

Simultaneously, coffee remains one of the most widely consumed beverages in the United States. Bloom Brew Co. operates at the intersection of these trends, offering a product that enhances a familiar daily habit with added functional benefits.

Bloom Brew Co.

Products

Product Development

Bloom Brew Co.'s product line was developed through research into functional ingredients commonly used in wellness supplements. Each blend is designed with a specific benefit in mind:

- Focus Fuel incorporates lion's mane mushroom, which has been associated with cognitive support and mental clarity.
- Calm Energy includes ashwagandha, an adaptogen known for its potential stress-reducing properties.
- Glow Brew combines collagen and vanilla to appeal to consumers interested in beauty and wellness benefits.

All products are formulated without artificial additives and use ethically sourced coffee beans. Packaging decisions also reflect the brand's commitment to sustainability, utilizing eco-conscious materials where possible.

Products:

- Focus Fuel – Medium roast coffee with lion's mane for cognitive support
- Calm Energy – Low-acid blend with ashwagandha for stress balance
- Glow Brew – Light roast with collagen and vanilla for beauty + wellness benefits

Key Features:

- Functional ingredients (adaptogens, collagen)
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- No artificial additives
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Bloom Brew Co.

Future + Branding

Future Outlook

Looking ahead, Bloom Brew Co. plans to expand its product offerings, introduce subscription services, and explore retail partnerships. The company aims to establish itself as a recognizable name within the functional beverage market while continuing to innovate at the intersection of wellness and everyday routines.

Marketing and Brand Strategy

Bloom Brew Co. positions itself as both a wellness product and a lifestyle brand. Its marketing strategy emphasizes social media engagement, influencer partnerships, and visually driven content designed for platforms such as Instagram and TikTok.

The brand targets young professionals and wellness-focused individuals, particularly women aged 20–40, who are interested in productivity, self-care, and aesthetically curated lifestyles.

Distribution:

- Direct-to-consumer (website)
- Boutique wellness retailers
- Future expansion to subscription model

Notable Highlights:

- Launching April 15, 2026
- Influencer-driven marketing campaign
- Positioned within the growing functional beverage market