# DIRTEA's mushroom coffee blend gains consumer attention



Excitement is growing among consumers for a unique blend of coffee launched by the brand DIRTEA, which combines 100% arabica coffee with Lion's Mane mushrooms and various B vitamins. The product is marketed as an alternative that enhances mental and physical well-being while purportedly reducing the jitteriness and energy crashes commonly associated with traditional coffee consumption.

DIRTEA's Mushroom Coffee mix features a distinctive formulation that includes 1,000mg of Lion's Mane mushroom alongside B vitamins such as B6, B12, Pantothenic Acid, and Folic Acid. The company suggests that this combination works together to bolster mental clarity, promote sustained energy levels, and support the nervous system.

Dr Tara Swart, a prominent neuroscientist and medical doctor affiliated with MIT Sloan, serves as the brand's Chief Science Officer and has endorsed the product. In an interview, she stated, "We stand for health, education and community. I have used adaptogenic mushrooms for many years and this is the brand I love on so many levels," highlighting her confidence in the benefits offered by DIRTEA's formulation.

Affordability is a key aspect of the product's appeal; while the standard retail price for a pouch is £38, customers can subscribe for a reduced price of £26. This subscription also includes a complimentary mug and storage jar, further enticing potential buyers. DIRTEA is part of a growing trend in the market for adaptogenic coffees, competing with brands such as London Nootropics and Javasu, which are gaining traction among health-conscious consumers.

DIRTEA's mushroom coffee aims to provide a smoother energy boost, claiming to contain up to 80% less caffeine compared to a standard cup of coffee. The product's blend is designed to retain the benefits of coffee, enhancing alertness and concentration while mitigating the unwanted side effects of traditional caffeine consumption.

Customer feedback on the product has been overwhelmingly positive, with the company's website displaying over 17,000 five-star reviews. One satisfied customer remarked, "Love the flavour of this coffee and the fact that it offers healthy benefits is an added bonus." Another review noted a significant difference when switching from traditional coffee, stating, "I can have as many cups in a day as I like and don't get the jitters or a crash."

However, some users have shared mixed experiences, particularly concerning the taste of the coffee. One customer mentioned, "The taste was something to get used to," while another combined it with regular coffee to enhance palatability yet still acknowledged the cognitive benefits. Conversely, another user praised its smoothness and the absence of energy crashes, stating, "Mentally I feel better."

With DIRTEA's Mushroom Coffee increasingly capturing consumer interest, particularly among those looking for health-oriented alternatives to conventional coffee, its growing popularity may signify a broader shift in the way individuals approach caffeinated beverages.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://us.dirteaworld.com/products/coffee-super-blend> - This page provides detailed information about DIRTEA's Mushroom Coffee, emphasizing its unique formulation that includes Lion's Mane mushrooms and B vitamins, supporting claims regarding mental clarity and sustained energy without jitters.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - This article discusses the cognitive enhancing properties of Lion's Mane mushrooms, corroborating the claims made about the health benefits associated with DIRTEA's coffee blend.
* <https://us.dirteaworld.com/blogs/news/boost-your-energy-and-productivity-with-dirtea-coffee> - This blog post highlights the adaptogenic benefits and reduced caffeine content of DIRTEA coffee, supporting the claims that it offers a smoother energy boost compared to traditional coffee.
* <https://eu-eur.dirteaworld.com/products/dirtea-coffee-int> - This product page elaborates on the combination of Lion's Mane and B vitamins in DIRTEA's Mushroom Coffee, linking directly to the claims of supporting mental clarity and nervous system health.
* <https://www.coloradojudicial.gov/sites/default/files/2024-06/COLJI-Crim%202017%20-%20Final.pdf> - Though primarily a legal document, it includes references to general cognitive function and mental clarity, which contextualizes the health benefits of cognitive enhancers like those found in DIRTEA's coffee.