

Mushroom Coffee & Tea

MYCOPURE™ TASTE PANEL



This report summarizes a blind sensory preference test designed to assess real-world, daily-use acceptability of Monterey Nutra® MycoPure™ mushroom extract powders versus a competitor in two common beverage applications: Reishi in hot water and Cordyceps in black coffee.

OBJECTIVE

Determine which sample panelists honestly preferred and would choose to drink every morning, then capture the "why" in short qualitative notes.



Study Design & Preparation

Panelists evaluated Sample A (Monterey Nutra) and Sample B (competitor) under standardized, additive-free conditions to isolate the true flavor impact of each powder.

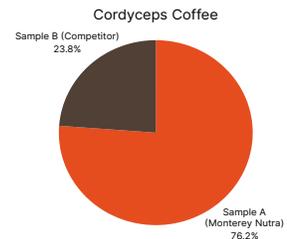


Cordyceps Coffee

(Extract powder in black coffee): 2 g powder per 8 oz hot Arabica coffee, no creamer or sugar (n=21)

Monterey Nutra blended into coffee with minimal detectable flavor impact.

76%
16 out of 21
Preferred
Monterey Nutra

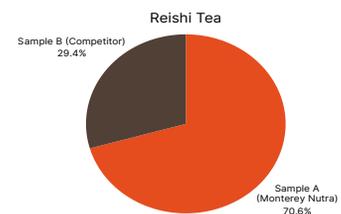


Reishi Tea

(Extract powder in hot water): 2 g powder per 8 oz hot water, no additives (n=17)

Monterey Nutra was described as smoother and lighter, with subtle nutty notes.

71%
12 out of 17
Preferred
Monterey Nutra



Across both applications, Monterey Nutra MycoPure™ powders were perceived as more harmonious with the base beverage, while competitor samples were described as earthy, herbal, or "added-flavor," with a stronger aftertaste.

MycoPure™ Formulation Implications



Versatility: Strong integration into both neutral and flavor-forward beverage bases.



Reduced flavor masking: Feedback suggests less need for aggressive masking systems or heavy flavor architecture when formulating with Monterey Nutra powders.



Panel Snapshot

Total panelist pool: 21 (9 women, 12 men), spanning technical/R&D and general consumer perspectives, with broad age range representation.