



High Ground Elixir Is Changing the Functional Beverage Game

NEW YORK, NY — Meet the wellness drink that's flipping expectations: **High Ground Elixir**, a sparkling functional beverage infused with mushrooms and adaptogens—**but with zero mushroom taste**. Designed for people who care about what's in their drink *and* how it tastes, High Ground delivers clean, refreshing flavor with powerful, feel-good ingredients.

Available in four bold flavors—**Strawberry Peach, Yuzu Lime, Orange Passionfruit, and Chili Mango**—each can is crafted to support mood, focus, and balance without added sugar, caffeine, or anything artificial.

“We wanted to make a drink that supports your mental clarity, calms your nerves, and actually tastes amazing,” says founder Jessie Zachowski. “No gritty powders, no earthy aftertaste. Just a crisp, craveable beverage that makes wellness feel exciting.”

What Makes High Ground Elixir Different:

- 🍄 **Organic Functional Mushrooms** Lion's mane, Reishi, Cordyceps, Chaga, Turkey Tail known to support mood, stress, energy, gut health & immunity
- 🌿 **Clean Ingredients**—Non-GMO vegan, gluten-free, no added sugar
- ✨ **Flavor-First Formulation**—no mushroom taste, just bright, juicy, unforgettable blends
- 🧠 **Daily Wellness Support** without caffeine or alcohol
- 🌍 **Sustainably Sourced** mushrooms from a zero-waste indoor farm
- ♻️ **100% Recyclable Cans** + member of 1% for the Planet

A New Ritual for a New Generation

Whether you're replacing your 3PM coffee, skipping the alcohol, or just want something that makes you feel as good as it tastes, High Ground is redefining what a wellness drink can be.

Now available in select stores and online at drinkhighground.com, High Ground Elixir is ready to join the wellness routines, fridge shelves, and social moments of anyone who wants more from their drink.

Find us on www.drinkhighground.com and Amazon. 6pks for \$29.99.

Now taking press inquiries and holiday feature opportunities. Media Samples & Hi-Res Images Available Upon Request

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About High Ground Elixir

Founded in 2024 by Jessie Zachowski, High Ground Elixir offers all-natural functional beverages crafted to elevate the mind and body. Each elixir combines organic mushrooms like Lion's Mane for focus, Reishi for stress relief, and Cordyceps for energy, along with natural nootropics such as GABA and L-Theanine. Each beverage is vegan, non-GMO, and gluten-free. Designed for wellness enthusiasts and eco-conscious consumers, High Ground Elixir is proud to deliver a delicious, sustainable product that's as good for the planet as it is for you.