

HerbaLand

GUMMIES

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Herbaland Naturals
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Herbaland launches the first low-sugar gummy snacks with benefits in the market

The gummy company releases six new delicious flavors - with added nutrition from an organic mushroom blend to Apple Cider Vinegar

Herbaland, the first vitamin gummy brand to go compostable, launches innovative, low-sugar snack gummies with benefits. The Vancouver-based and earthy-friendly company adds six new flavors to their snack line, alongside their best-selling vegan protein gummies.

Each pouch of the Snack with Benefits line comes with its own super power. The Super Greens Gummies are delicious apple peach flavor and contain 2 servings of greens per pouch. The Shroom Power gummies, which taste just like iced tea, are high in fiber and supply 100mg of an elite 7 mushroom blend per serving. Reminiscent of a strawberry daiquiri, the Coconut MCT Oil gummies are a combination of strawberry and coconut flavor and provide 100mg of organic MCT Oil.

Previously launched in family size, the next three flavors come now in individual packages. The famous Apple Cider Vinegar gummies are apple cider flavored and contain 4g of organic apple cider vinegar per serving. For those who are looking for a boost of vitamin C, Herbaland offers the Acerola Vitamin C with 45mg of pure vitamin C in a lemon flavored gummy. The final flavor, Turmeric Ginger, contains a kick of ginger and 40mg of the anti-inflammatory turmeric powder, in a delicious pineapple flavored gummy.

The new line is positioned in a new space in the grocery category, joining the first and only vegan protein gummies. From fun, flirty messaging to health-packed ingredients, Herbaland's Snacks with Benefits are a match made in heaven for the late-night muncher, the outdoor enthusiast, and the health-conscious, sweet-tooth consumer.

About Herbaland

Herbaland Naturals takes both sustainable and restorative actions to support the health of people and planet. As the first vitamin gummy brand to go compostable, they have gone one step further and made a commitment to plant one tree for every pouch that is sold, with a long term goal of planting 2.5 million trees by 2025. By switching to compostable packaging, Herbaland will divert over 60,000 bottles (2 tons of plastic) per year from landfills which will drastically reduce their carbon footprint and has helped them earn a Climate Smart certificate. Founded in 2009, Herbaland is a Vancouver-based and CAMSC certified minority and diversity-owned company. As a 50% women-founded and owned company, Herbaland is very proud that its diverse team comes from over 27 different countries across the world. For more information visit www.herbaland.ca

the best snacks come with benefits

