

LiveMore Superfoods Accelerates its Expansion in the United States With a New Identity and Portfolio

Founded in the United States in 2010, the company is evolving from the frozen fruit category into a modern daily wellness platform.

LOS ANGELES, CA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- LiveMore Superfoods, a company part of Nutrisco, a Chilean food company focused on developing value-added products, has entered a new growth phase in the U.S. market with a complete relaunch of its identity under the concept "Good, Clean Livin'."



LiveMore Products

The renewal marks the company's evolution from a traditional frozen fruit business to a proposition centered on functional nutrition, convenience, and better-for-you snacks.

This strategic milestone is accompanied by significant commercial progress in mass retail. The company successfully introduced its new lines, Yogurt & Granola Covered Strawberries and Covered Raspberries, in approximately 700 Walmart stores, reaching about 18% of the chain's locations in the United States.

"This new phase represents a transformative chapter for LiveMore Superfoods. We are evolving from a frozen fruit brand into a modern wellness platform, focused on functional nutrition, convenience, and overall health. Together, these initiatives position LiveMore for sustained growth, making healthy choices more accessible, appealing, and relevant for today's consumers," said Julia Klein, co-founder and Vice President of Sales at LiveMore Superfoods.

Retro-Californian Identity and Renewed Portfolio

The new visual identity of the brand breaks away from traditional frozen food category codes. Inspired by California's retro energy and aesthetic, the packaging redesign aims to capture

attention on the shelf with a premium design, facilitate flavor navigation, and communicate the functional benefits of each product more clearly.

The revamped portfolio is divided into two main lines. The first includes cups and bags of smoothies ready to blend, focused on specific benefits such as Protein, Energy, and Immunity. The second features fruits covered in yogurt or chocolate, offering an indulgent, nutritious, fruit-based option that provides convenience for different times of the day.

Regarding this, Klein added, "Our differentiation lies in combining real, high-quality ingredients with relevant functionality, in formats that suit current lifestyles. We focus on products that deliver specific benefits while maintaining clean ingredient standards and exceptional taste. LiveMore connects nutrition and indulgence, offering convenient options that consumers can enjoy every day without compromise."

As part of this new phase, the company will also expand its physical store presence by launching a direct-to-consumer e-commerce platform. The digital channel will help bring the renewed portfolio to new audiences, strengthen customer relationships, and support the brand's expansion in the United States.

Looking ahead, LiveMore Superfoods plans to continue strengthening its presence in key North American channels, leveraging its innovation capacity and the international backing of Nutrisco. With this strategy, the company consolidates its evolution toward a daily wellness proposition based on functional, convenient products aligned with new consumption habits.

About Nutrisco:

Nutrisco is the food division of Empresas Copec. Through its portfolio of companies and brands, it develops innovative food solutions that combine nutrition, quality, convenience, and enjoyment, reaching consumers and customers across different markets.

About LiveMore Superfoods:

LiveMore Superfoods is a food brand specializing in premium fruit-based smoothies and snacks. Combining carefully selected ingredients with innovative recipes and convenient formats, LiveMore creates products that make it easy to enjoy fruit every day. The brand continues to grow across the United States and international markets.

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