

Mushroom Squared Takes Its Mushroom-Based Approach Beyond Plant-Based Meat

Integrated Mushroom Platform Targets Nutrition Opportunity by Delivering Wellness Benefits Through Food Instead of Pills

GEORGETOWN, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Mushroom Squared is expanding beyond the alternative protein market to develop a vertically integrated functional food platform focused on bringing mushroom-based nutrition into everyday foods.

Rather than competing solely in the plant-based meat category, Mushroom Squared is developing products designed to deliver the nutritional benefits of mushrooms through food formats, creating what the company believes is an emerging alternative to traditional supplement products.

The company's strategy combines speciality mushroom distribution, manufacturing, product development and functional food innovation to build a platform serving the growing intersection of food, nutrition and wellness.

Mushroom Squared's operating subsidiary, Mushrooms and More, brings nearly 40 years of gourmet mushroom distribution heritage. The company is expanding into value-added, mushroom-based foods and ingredients as it increases production capacity at its Georgetown, N.Y. facility.

"Mushrooms offer a unique opportunity because they connect food and nutrition," said Shekhar Patel, Ph.D., founder and CEO of Mushroom Squared. "We are not building another plant-based meat company. Our focus is developing foods that make the nutritional properties of



MUSHROOM SQUARED
plant power amplified

mushrooms part of everyday eating."

Mushrooms contain naturally occurring compounds, including beta-glucans, fiber, antioxidants and other bioactive components that have contributed to growing interest in functional nutrition. Mushroom Squared is developing products that incorporate these properties into clean-label food formats.

The company's initial product portfolio includes mushroom-based patties featuring Lion's Mane and Maitake mushrooms, formulated around areas including cognitive support and metabolic wellness.

Mushroom Squared's growth strategy is supported by its manufacturing infrastructure, including the transformation of a former New York State correctional facility in Georgetown, N.Y. into a production and processing center spanning nearly 80,000 square feet on more than 30 acres. The facility is designed to support expanded R&D, processing and manufacturing capabilities. It is expected to provide greater supply chain control and support additional opportunities across retail, foodservice, and related partnerships.

In July 2026, Mushroom Squared's Georgetown facility earned SQF certification with a score rated 'Superior' by TUV SUD America, reflecting the strength of the company's food safety and quality systems. The company is also pursuing NSF Non-Ultra-Processed certification, a designation which differentiates it from other highly processed competitor brands. Mushroom Squared products are currently distributed through a newly added regional distributor network.

Mushroom Squared's approach reflects broader changes in the nutrition industry, where functional ingredients are increasingly being incorporated into foods, beverages and other everyday products. The company is focused on expanding the role of mushrooms in nutrition through scalable manufacturing and science-based product development.

'Speciality mushrooms carry real, meaningful health benefits, but today they're priced and positioned like a niche product,' said Patel. 'Our goal is to make those benefits available to everyday consumers at a price they can actually afford, and we believe the only way to do that at scale is by controlling the supply chain ourselves. This provides a strong foundation for future growth'

To learn more about Mushroom Squared products, visit MushroomSquared.com.

Follow Mushroom Squared on Instagram at [@mushroomsqrd](https://www.instagram.com/mushroomsqrd).

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EDITOR'S NOTE: For more information about Mushroom Squared and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or

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