

Melting Forest Functional Beverages Debut at GNC

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GNC, the worldwide leader in health and wellness, announced the arrival of functional-mushroom beverage maker Melting Forest, bringing a fresh take on energy for customers looking for a smoother boost in a great-tasting format.

Melting Forest touts zero-sugar sparkling mushroom functional beverages, formulated for either uplift or relaxation. The Energy line delivers 150 mg of caffeine with just 5 calories to support focus and activity, while D-Stress is caffeine-free and designed to promote calm with elevated L-theanine. These beverages showcase active adaptogens, such as cordyceps militaris for energy and focus, lion's mane for cognitive function, and reishi for immune balance, working individually to deliver targeted wellness benefits.

"Melting Forest was founded with the vision of creating a beverage brand that seamlessly blends fun, functionality, and flavour," said Sean McDonald, Co-Founder and CEO, Melting Forest. "We identified a clear gap in the market for mushroom-based drinks that not only deliver tangible benefitsâ??such as enhanced focus, stress relief, and sustained energyâ??but also offer exceptional taste and strong shelf appeal."

Melting Forest Black Cherry, Mango Guava, Strawberry Lavender, and Coconut Pineapple are available now at GNC stores and on GNC.com, featured in The Drop, by GNC, GNC's innovation hub for what's new and what's next.

"Customers want energy and stress relief products that feel good and fit real life," said Mark Butera, SVP Merchandising, GNC. "Melting Forest is exactly the kind of Drop we love: a fun, modern format with ingredients customers are excited about, backed by a trusted retailer."