

WILLOWS INGREDIENTS AND BIOSHROOM JOINT FORCES ON LION'S MANE

September 2026

For Immediate Release

Ashford, Ireland – September 2026;
Willows Ingredients is delighted to announce their European and UK distribution partnership agreement with Bioshroom SA for Lion's Mane (*Hericium erinaceus*), an increasingly sought-after functional mushroom ingredient within the global health and nutrition market.

This strategic collaboration strengthens Willows Ingredients's position within the rapidly expanding functional ingredients sector and enhances its portfolio with a premium Lion's Mane ingredient developed by Bioshroom SA.



Located within a UNESCO-designated Biosphere Reserve, Bioshroom combines advanced cultivation techniques with a scientific approach to produce high-quality functional mushroom ingredients with full traceability. Its Lion's Mane is produced using 100% fruiting body, with a focus on quality, consistency and efficacy throughout the cultivation and production process. These characteristics provide manufacturers and formulators with a consistent, high-quality ingredient for the development of innovative food supplement and nutrition products.

The partnership brings together Bioshroom's specialist expertise in functional mushroom ingredients with Willows Ingredients' established warehousing and distribution capabilities across the UK and Europe. With locally stocked ingredients, efficient distribution and experienced technical support, customers benefit from shorter lead times, reliable supply and responsive service across both markets.



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We are delighted to partner with Bioshroom SA and to introduce their Lion's Mane ingredient to our UK and EU customers -

- David Scrivens, MD for Willows Ingredients

Functional mushrooms are an exciting and rapidly developing area of the nutrition market. For us, however, it is not simply about following a trend, it is about finding the right manufacturing partners and ingredients that offer the quality, consistency and supply-chain confidence our customers require.”

With consumer and industry interest in functional mushrooms continuing to grow, Lion's Mane is a natural addition to Willows Ingredients' existing portfolio of amino acids, supplements, minerals, botanicals and nutritional ingredients. The partnership further supports Willows' commitment to identifying high-quality ingredients and reliable manufacturing partners that can help customers respond to emerging trends and develop differentiated products for the European market.

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“We are pleased to partner with Willows Ingredients as our UK and EU distribution partner. Their market knowledge, established customer relationships and commitment to quality make them an excellent partner as we continue to develop the European market for Lion's Mane.”

- Simon Hazel, CEO for Bioshroom SA

For more information about Bioshroom Functional Lion's Mane for your applications please do get in touch with any of our sales team: sales@willowsingredients.ie