



Little Acre Media Kit

2022

We've taught **1000s** of people how to grow their own mushrooms and sold over **22,000** ready-to-grow mushroom kits! We've grown a whopping **7 tonnes** of delicious fresh gourmet mushrooms at our urban container farm just this year alone.

Spokespeople:



Amy Pascoe, Co Founder Little Acre



Mickey Pascoe, Co Founder Little Acre

Mushroom Grow Kits:



Product link: <https://littleacre.com.au/collections/mushroom-grow-kits>

Images link: https://drive.google.com/drive/u/2/folders/1j1jd3S5tSFXUwLYF-nWLviv2_oNwA5r

- It's easy and fun to grow your very own gourmet mushrooms at home with Little Acre's Mushroom Grow Kits.
- Everything you will need is in the box, including step-by-step instructions and a gourmet recipe card.
- All you need to do is pop it on your kitchen bench, mist it a few times a day and watch delicious gourmet mushrooms appear right before your very eyes!
- Suitable for absolute beginners.
- We recommend choosing a kit that is suitable for your climate – check the growing conditions listed for each variety. Mushrooms will take only 7-21 days to appear, depending on which kind you choose.
- Oyster mushrooms kits: \$36.95
Lion's Mane Mushroom kits: \$39.95



Our special Christmas Gift Sets



Medicinal Mushroom Gift Set - \$170

(usually \$184.90 — save \$15)

For the myco-curious wellness warrior.

Includes:

- Radical Mycology by Peter McCoy (AKA the mushroom “bible”)
- Mushroom Log Kit
- Lion’s Mane Mushroom Kit



Gardener Gift Set - \$95

(usually \$109.90 – save \$15)

For the green thumb who likes to get their hands dirty.

Includes:

- DIY Mini Farm (Warm White Oyster Mushroom)
- Garden Kit (Wine Cap Mushroom/Garden Giant Mushroom)



Grow Kit Gift Set - \$100

(usually \$113.90 – save \$14)

For the curious grower or savvy chef who wants to try them all! Our three most popular Mushroom Kit varieties.

Includes:

- Lion’s Mane Mushroom Kit
- Pink Oyster Mushroom Kit
- White Oyster Mushroom Kit

Little Acre gifting:

- Shop locally, ethically and responsibly this Christmas with a fun, delicious and quirky gift that doesn't cost the planet.
- Little Acre have truly closed the loop on Christmas gifting this year.



Local

- All products are Certified Australian Made



Ethical

- Locally designed and printed packaging
- Organic/chemical-free and non-GMO ingredients
- Support a small (but mighty) business!



Sustainable

- Packed and shipped in compostable, recyclable or reusable packaging
- Mushroom block made of a timber mill waste product – pure Australian hardwood sawdust
- Compost your finished kit or use it as mulch



About:

Little Acre grow award-winning gourmet mushrooms from their urban farm in Brisbane, Queensland. We supply restaurants, teach workshops and help you grow your own mushrooms with our grow kits and supplies.

Also seen in:



History:

Amy and Mickey Pascoe, a graphic designer and marine biologist respectively, knew next to nothing about fungi until they were gifted their first mushroom grow kit.

"We fruited it on our kitchen bench and were absolutely enthralled. We became obsessed and soon after, we started experimenting by growing mushrooms under our house," Amy said.

And it all grew from there. The couple now grow pink oyster, golden oyster, white oyster, king brown, shiitake, lion's mane and pioppino mushrooms at their urban container farm in Brisbane, and supply their award-winning gourmet produce to local fine-dining restaurants and cafes.

They now offer ready-to-grow kits and more involved DIY kits with accompanying in-depth online mushroom growing courses.

Links:

Instagram: 18,500 followers @littleacremushrooms
<https://www.instagram.com/littleacremushrooms/>

Facebook: Little Acre Mushrooms
<https://www.facebook.com/littleacremushrooms>

Website: www.littleacre.com.au

Media contact:

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