

New 16-oz Lifeway Kefir Now Available at All 1,100 Publix Stores

Smaller Bottle Goes Anywhere from Work to Workouts, Comes in 4 Flavors, Packs Same Probiotic Punch

Morton Grove, IL—September __, 2015: [Lifeway Foods, Inc.](#) (Nasdaq: LWAY), the leading U.S. supplier of kefir cultured dairy products, announced today that all 1,100 Publix Super Markets are now carrying the new 16-oz size of Lifeway's lowfat kefir in all four flavors. The new companion to Lifeway's flagship 32-oz bottle lets consumers take their favorite cultured milk smoothie with them wherever they go and buy smaller portions of different flavors for variety. The lower price point of the smaller package also provides a strong incentive for consumers unfamiliar with Lifeway's probiotic pick-me-up to give it a try.

Available in plain, strawberry, blueberry and strawberry banana, the new 16-oz bottles deliver the same 110-140 calories per 8-oz serving, 11 grams of protein, 2 grams of fat, 12 live and active probiotic cultures, and tart and tangy taste as found in all Lifeway kefir. All flavors are also gluten-free, 99% lactose-free, and made from all-natural ingredients.

Select Publix stores also carry Lifeway's 32-oz kefir products, giving shoppers a choice of sizes for both on-the-go and stay-at-home use.

"Kefir drinkers are health-conscious consumers who tend to have an active lifestyle. They want to take their kefir with them to the office, the gym, on a hike, on their way to a meeting, or wherever else they're going. Convenience matters," said Julie Smolyanksy, President and CEO of Lifeway Foods. "We added 16-oz packages earlier this year to give customers something small enough to throw into a purse, gym bag or backpack, as well as the option to open different flavors simultaneously without worrying about finishing them while they're still fresh. Just as consumers won't leave home without their smartphones, kefir enthusiasts don't want to leave home without their kefir. Now they don't have to."

About Lifeway Foods, Inc.

Lifeway Foods, Inc. (LWAY), recently named one of Forbes' Best Small Companies, is America's leading supplier of the probiotic fermented beverage known as kefir. In addition to its line of drinkable kefir, the company also produces frozen kefir, specialty cheeses and a ProBugs line for kids. Lifeway's tart and tangy cultured dairy products are now sold across the United States, Canada, Latin America and the United Kingdom. Learn how Lifeway is good for more than just you at Lifewaykefir.com.

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Forward Looking Statements

This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.

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