

## Lifeway Foods Teams with Chef Seamus Mullen at NYC Wine & Food Festival

*Partnership with Acclaimed New York Chef Kicks Off at Festival's Greenmarket Brunch*

**Morton Grove, IL—October 15, 2015:** [Lifeway Foods, Inc.](#) (Nasdaq: LWAY), the leading U.S. supplier of kefir cultured dairy products, today announced a partnership with award-winning New York chef, restaurateur and cookbook author [Seamus Mullen](#) that will debut with a collaboration at this week's four-day New York City Wine & Food Festival (NYCWFF). The partnership grew out a fortuitous meeting when Mullen and Lifeway CEO Julie Smolyansky shared stage time during Lifeway YogaFest at Gurney's Montauk this past summer. Their shared interest in promoting healthy eating as a path to wellness, exemplified by Mullen's own discovery of the role of nutrition in controlling his rheumatoid arthritis and chronicled in his cookbook *Hero Food*, led to their decision to combine efforts for greater impact.

Mullen will represent Lifeway at NYCWFF's Greenmarket Brunch on Saturday, October 17, by serving a savory gluten-free muffin and spread that he created with ingredients including Lifeway Plain Kefir and Lifeway Farmer Cheese, respectively. Lifeway is the presenting sponsor of the Greenmarket Brunch event, which will feature a walk-around tasting of farm-to-table brunch foods from top New York chefs and the local farmers whose ingredients inspire them.

In the coming months, the Lifeway-Mullen partnership will expand to include collaborative events, recipes and blog posts on cooking and nutrition. The relationship will showcase both Lifeway's products and Mullen's talents. He is a three-time finalist for the James Beard Foundation's Best Chef NYC award, a "Chef of the Year" honoree by *Time Out New York*, a featured judge on the Food Network's "Chopped" and "Beat Bobby Flay" series, and founding chef of Tertulia and El Colmado restaurants in New York as well as Sea Containers at Mondrian London.

"Most people know that food can be powerful medicine, but they don't know how to prepare healthy food that also tastes good. It all comes down to the right ingredients," Mullen said. "Lifeway's kefir products definitely qualify while also offering versatility and a variety of flavor profiles for creating a wide range of new recipes."

"Seamus has learned firsthand about the importance of eating right, and he is spreading the word through his cookbook, his restaurants, speaking engagements, and collaborations like ours," said Julie Smolyansky, CEO of Lifeway Foods. "It's a perfect match and the New York City Wine & Food Festival is an ideal place to introduce it to the world."

Lifeway is a silver sponsor and long time partner of the NYCWFF festival, which donates 100% of the net proceeds to the Food Bank for New York City and the No Kid Hungry Campaign. Since its inception seven years ago, NYCWFF has raised more than \$8.5 million to fight hunger by bringing together the world's greatest chefs, winemakers, spirits producers and personalities and an active participant in other festival tastings and health and wellness events.

The company will be serving Lifeway Frozen Kefir Bars from multiple push carts at the festival's Blue Moon Burger Bash; two varieties of cookie sandwiches filled with either Lifeway Mango or Lifeway Original Frozen Kefir at the Stacked: Sandwiches and Sides event; kefir/pomegranate/rosemary starters at the festival's Best Blood Mary Brunch; and Veggie Beet Kefir Shooters topped with farmer's cheese and dill at the Veg Out health and wellness event, where Lifeway will also be supplying yoga mats and healthy lifestyle giveaways.

**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](http://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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