

## **Lifeway Launches “Elixir” Line of Non-Dairy Sparkling Organic Beverages, Showcases Kefir Cups Featuring Flippable Side Compartments and Probiotic Supplements for Health Benefits at Expo West**

### **Company Meets Rising Demand for Non-Dairy Probiotic and Clean-Label Products**

MORTON GROVE, Ill., March 09, 2017 — As more people search for great-tasting, dairy alternative beverages, Lifeway Foods, Inc. (Nasdaq:LWAY) is responding to the growing demand by expanding its line of probiotic products. The company will roll out Elixir, a new line of organic, non-dairy, sparkling probiotic beverages at the Natural Products Expo West tradeshow at the Anaheim Convention Center from March 9 to March 12.

Lifeway will also showcase its new kefir cups and farmer cheese line, reformulated Organic BioKefir probiotic shots, and a range of dietary supplements at the tradeshow. The company will have two booths to exhibit its products: #3838 in the natural and specialty foods section and #1781 in the supplements section. In addition to featuring its products at the two booths, Lifeway will sponsor pop-up “healthier happy hour” events to highlight the versatility of their new Elixir as a mixer for easy cocktails or on its own as a mocktail.

“Our new probiotic Elixir line is refreshing, delicious and functional. We’re so proud of the great-tasting, low-sugar, healthy concept that we’re bringing to the market for the consumers who are demanding variety from the beverage aisle,” said Lifeway Foods CEO Julie Smolyansky. “We’re looking forward to giving our friends in the natural foods industry a first taste of the new products that a growing number of customers have requested over the years and begin a new chapter for Lifeway in its innovation and product diversity story.”

### **Great-Tasting Lifeway Beverages to be Rolled Out at the Expo**

Lifeway’s Elixir beverages are a new option for people who want a great-tasting, thirst quenching, sparkling drink or an alternative to sugary soda. Available in four on-trend flavors: Tangerine, Hibiscus, Ginger and Elderberry, the Elixir beverages are rich in probiotics that may aid digestion and boost immunity. All flavors are organic, low in sugar and calories, gluten-free, caffeine-free, vegan and kosher.

Lifeway’s revamped line of organic BioKefir high-potency shots will also premiere at the expo, now with a new look and over 50 billion CFU of probiotic activity. BioKefir comes in three flavors: Vanilla, Blackberry and Pomegranate Blueberry, and in custom formulas to support immunity, digestion and heart health.

The full line of favorites from Lifeway will also be available, including the recently introduced Organic Ceremonial Matcha Green Tea kefir and new plant-based green polyethylene organic kefir bottles.

### **Flavorful Snacks and Probiotic Supplements Also on Display**

Expo attendees can also experience Lifeway's new, on-the-go cupped products: tart and tangy Kefir Cups and decadent Farmer Cheese Cups. Available in both conventional and organic varieties, the Kefir Cups and Farmer Cheese Cups are high protein snacks that are sold with a spoon and resealable lid so they can be enjoyed anywhere and fit into busy on-the-go lifestyles.

Lifeway's Kefir Cups have the thick, creamy texture of Greek Yogurt with up to twice as many probiotics. Offered in both plain and flavored varieties, the Kefir Cups feature dual-compartments so consumers can easily add toppings. With the creamy, texture of ricotta or cottage cheese, Lifeway's Farmer Cheese cups contain 12 signature probiotic cultures and come in plain or fruit blended varieties.

Both the cupped kefir and farmer cheese are made in small batches for optimal flavor and freshness. Each cup is crafted from milk produced by grass-fed cows that are not treated with synthetic growth hormones.

In the supplements section at Expo West, Lifeway will feature its Probiotic Supplements for adults and ProBugs Chewables for children, which enable consumers to easily get their daily dose of probiotics. In an effort to cover every aspect of consumers' diverse lives, Lifeway launched three custom formulations for adults: Women's Radiant Health, Traveler's Defense + Immunity and Balance Gut Health for every day health.

Lifeway ProBugs Chewables are a great way to restore the balance of good bacteria in the digestive tract and support healthy immune function in children ages four and up. ProBugs Chewables have 10 probiotics and five billion colony-forming units (CFUs) in each tablet. The children's supplements are available in tasty strawberry and grape flavors and sold in packages of 30.

Both the adult and children's probiotic supplements are gluten-free, vegetarian friendly, non-GMO, shelf stable and free of allergens such as nuts and lactose. Learn more about Lifeway's complete line of healthy, delicious probiotic products at [www.lifewaykefir.com](http://www.lifewaykefir.com).

### **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 , probiotic supplements and a ProBugs line for kids. Lifeway's tart and tangy cultured dairy products are now sold across the United States, Canada, Mexico, Ireland and the United Kingdom. Learn how Lifeway is good for more than just you at [Lifewaykefir.com](http://Lifewaykefir.com).

Find Lifeway Foods on Facebook: <http://facebook.com/lifewaykefir>

Follow Lifeway Foods on Twitter: [http://twitter.com/lifeway\\_kefir](http://twitter.com/lifeway_kefir)

Watch clips on YouTube: <http://youtube.com/user/lifewaykefir>

Company Contact:

Derek Miller

847-967-1010

DerekM@Lifeway.net