

## **Lifeway Foods to Showcase A Fresh Look and New Products at Natural Products Expo West**

Company unveils an updated brand look at premier product expo

MORTON GROVE, Ill., March 05, 2019 (GLOBE NEWSWIRE) -- Lifeway Foods, Inc. (Nasdaq:[LWAY](#)), the leader in probiotic kefir products to support the microbiome, will showcase a fresh brand design along with several new products at the upcoming Natural Products Expo West 2019 from March 5-9<sup>th</sup> at the Anaheim Convention Center in Anaheim, California. This new makeover is the company's first major redesign in over 10 years and reflects a clean, refined look that stays true to the company's history and aligns with the current brand identity.

"Lifeway's packaging refresh is part of an invigorated company spirit that is ready to be on display at more retailers than ever before," said Lifeway Foods' CEO Julie Smolyansky. "This fresh design goes deeper than just the surface level. The new branding is part of our renewed momentum to deliver on the promise to be the most innovative probiotic and fermented foods brand in the business."

### **New Products on Display, Including Vegan Options**

Lifeway will show Plantiful, a line of plant-based probiotic beverages made with all organic ingredients and non-GMO pea protein. This new line is 100% free from dairy, gluten, and soy and will be available to sample in flavors like coconut vanilla, mixed berry and tropical fruit. Lifeway will sponsor a "dairy-free happy hour" twice daily for the duration of the expo to highlight the versatility of Plantiful on its own and as a healthy addition in smoothies.

Along with Plantiful, Lifeway will also display their new line of whole milk kefir with real fruit puree. Each bottle is blended with full-fat whole milk and real fruit puree. The real fruit kefir line comes in three flavors: strawberry, blueberry, and raspberry. Each 8-ounce serving provides 11 grams of protein and 30% of the daily recommended intake of calcium, along with 12 different strains of live and active probiotic cultures to support healthy digestion. The growth of consumer demand for probiotic-rich foods allows for Lifeway to continue to provide a variety of options for those who want to incorporate more microbiome-supporting nutrition into their lifestyle.

## **Expo Activities**

The company will have two booths to showcase their products: Booth #755 in the natural and specialty foods section and Booth #N529 in the North Hall level 100. Lifeway Foods CEO Julie Smolyansky will give details on new products and host a giveaway as part of the Natural Product Expo's Soapbox Series, which will be streamed on Facebook Live on March 6<sup>th</sup> at 1pm. Additionally, Ms. Smolyansky will host a book signing for her recent publication, *The Kefir Cookbook*, on March 6<sup>th</sup> at 2:30pm at Lifeway booth #N529. Lifeway will be hosting a yoga event led by TruFusion founder Martin Hinton on Wednesday, March 6<sup>th</sup> at the Anaheim Marriott from 7:30am to 9am. This yoga session is an extension of Lifeway's partnership with TruFusion, a collection of premier boutique fitness studios, and will support their co-branded probiotic protein smoothie, TruEnergy fueled by Lifeway.

Learn more about Lifeway's complete line of healthy, delicious probiotic products at [www.lifewayfoods.com](http://www.lifewayfoods.com).

## **About Lifeway Foods, Inc.**

Lifeway Foods, Inc. (LWAY), recognized as 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 North America, Ireland and the United Kingdom. Learn how Lifeway is good for more than just you at [LifewayFoods.com](http://LifewayFoods.com).

Get recipe inspiration from Lifeway Foods on

Instagram: <http://instagram.com/lifewaykefir>

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>

## **Forward-Looking Statements**

All statements in this release (and oral statements made regarding the subjects of this release) contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 regarding, among other things, future operating and financial performance, product development, market position, business strategy and objectives. These statements use words, and variations of words, such as "expect," "vision," "will,"

“predict,” “grow,” and “trend.” Other examples of forward looking statements may include, but are not limited to, (i) statements of Company plans and objectives, including the introduction of new products, or estimates or predictions of actions by customers or suppliers, (ii) statements of future economic performance, and (iii) statements of assumptions underlying other statements and statements about Lifeway or its business. You are cautioned not to rely on these forward-looking statements. These statements are based on current expectations of future events and thus are inherently subject to uncertainty. If underlying assumptions prove inaccurate or known or unknown risks or uncertainties materialize, actual results could vary materially from Lifeway’s expectations and projections. These risks, uncertainties, and other factors include: price competition; the decisions of customers or consumers; the actions of competitors; changes in the pricing of commodities; the effects of government regulation; possible delays in the introduction of new products; and customer acceptance of products and services. A further list and description of these risks, uncertainties, and other factors can be found in Lifeway’s Annual Report on Form 10-K for the fiscal year ended December 31, 2017, and the Company’s subsequent filings with the SEC. Copies of these filings are available online at <https://www.sec.gov>, <http://lifewaykefir.com/investor-relations/>, or on request from Lifeway. Information in this release is as of the dates and time periods indicated herein, and Lifeway does not undertake to update any of the information contained in these materials, except as required by law. Accordingly, **YOU SHOULD NOT RELY ON THE ACCURACY OF ANY OF THE STATEMENTS OR OTHER INFORMATION CONTAINED IN ANY ARCHIVED PRESS RELEASE.**

Company Contact:

Derek Miller

847-967-1010

DerekM@Lifeway.net