

Lifeway to Showcase New Products, Release *The Kefir Cookbook* at Expo West

Company CEO to Sign Cookbooks on March 9 as Lifeway Introduces New Products, Including Vegan Options, and Sponsors a Concert and Activities at Premier Natural Products Event

MORTON GROVE, Ill., March 6, 2018 —Lifeway Foods, Inc. (Nasdaq:LWAY) announced today that the company will showcase several new products and a new book by CEO Julie Smolyansky at the upcoming Natural Products Expo West event, which takes place March 7-11 at the Anaheim Convention Center in California. The new products include dairy alternatives, which Lifeway is offering as consumer demand grows for vegan and dairy-free products. On the leading edge of this trend, Lifeway is well positioned to capitalize on a global dairy alternatives market that is expected to surpass [\\$34 billion](#) by 2024.

Lifeway's main booth, #1305, will feature Plantiful, the first plant-based probiotic beverage made from organic and non-GMO pea protein with 10 vegan kefir cultures. The Plantiful blend is dairy-, gluten- and soy-free. Expo West attendees can help Lifeway choose which flavors to bring to market by sampling different blends and voting for their favorites.

The company's versatile new product line of sparkling probiotic Elixir beverages will be exhibited at booth #N619. Elixir is an organic, non-dairy, sparkling probiotic tonic that is available in four flavors: Tangerine, Hibiscus, Ginger and Elderberry. Lifeway Elixir is caffeine- and gluten-free, vegan, kosher and a tasty alternative to sugary soda. Lifeway Elixir is delicious on its own, but can also be used as a cocktail mixer.

Lifeway will also showcase its new Organic Skyr line, which boasts 14 probiotic cultures and 18 grams of protein per serving. Known for its indulgent flavor, creamy texture and potent health benefits, this ancient superfood has been a staple in Icelandic cuisine for centuries. Lifeway Skyr is made in small batches with whole milk and comes in five flavors: Natural, Blueberry, Wildberry, Ancient Grains and Honey. Each cup comes with a resealable lid and mini-spoon for on-the-go convenience.

At booth #4775, Lifeway will display its line of probiotic supplements as well as its new formulation of bioKEFIR, a high-potency probiotic kefir shot. Available in 3 custom formulations that may help support immunity, digestion, and heart health, each 3.5 ounce shot is packed with 50 billion colony-forming units (CFUs) of probiotics. The bioKEFIR shots come in three flavors: Pomegranate-Blueberry, Blackberry and Vanilla. Lifeway probiotic supplements are available in three blends: Women's Radiant Health, Traveler's Defense + Immunity and Balance Everyday Health. Children's ProBugs Chewables are available in grape or strawberry flavors and are formulated with child-specific strains to support healthy digestive development.

In addition to unveiling new products, Lifeway CEO Julie Smolyansky will sign copies of *The Kefir Cookbook* on Friday afternoon, March 9, from 2 p.m. to 4 p.m. at booth #1305. Part memoir, part cookbook, *The Kefir Cookbook* has already received praise from such wellness luminaries as Deepak Chopra and Arianna Huffington. It contains stories that describe the journey of one of the natural food industry's pioneering brands, Lifeway, and the family that created it. Author Julie Smolyansky, daughter of founders Michael and Ludmila Smolyansky, takes readers to the beginning, when her family escaped

the former Soviet Union, bringing with them their love for kefir, a staple from their homeland, and the dream of introducing it to an American audience. Using kefir and treasured recipes, she weaves together a story of survival, resilience and triumph — and the path to making kefir and gut health mainstream.

“I’m so excited to debut *The Kefir Cookbook* along with all of our new products at Expo West,” Smolyansky said. “Writing the book was truly a labor of love, and it’s filled with delicious family-favorite recipes, inspirational stories and even Spotify playlists that are ideal for cooking up a special recipe. Kefir is an amazing ingredient that adds depth, complexity and nutritional benefits to dishes.”

Lifeway will also host an Early Morning Yoga session on Thursday March 8th at 7:30 a.m. at the Grand Plaza Stage with yogi Caley Joyner. Afterwards, attendees will be able to enjoy Lifeway Kefir Cups and non-dairy Plantiful. That evening, Lifeway will sponsor the Evenings on the Plaza concert with musical guest Pimps of Joytime, where guests will get to sample delicious Lifeway Elixir cocktails and Farmer Cheese appetizers. There will also be a dairy-free happy hour at the Lifeway sampling stations outside each afternoon from 2 p.m. to 3 p.m., which will showcase Plantiful and Elixir, two of Lifeway’s new vegan offerings.

Learn more about Lifeway’s complete line of healthy, delicious probiotic products at www.lifewayfoods.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 North America, Ireland and the United Kingdom. Learn how Lifeway is good for more than just you at Lifewaykefir.com.

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