

## **Lifeway Foods Announces New Lineup: Whole Milk Kefir with Real Fruit**

*Launches new premium flavors made with fruit purée*

Morton Grove, IL — January 23, 2019 — Lifeway Foods, Inc., (Nasdaq: LWAY), the leading U.S. supplier of kefir cultured dairy and probiotic products announced the release of a new product line, [whole milk kefir with real fruit](#). Each 32-oz bottle is blended with full-fat milk and real fruit purée. The real fruit line is now available in three flavors: strawberry, raspberry and blueberry.

Each 8 ounce serving of kefir provides 11 grams of protein, 30% of your daily recommended intake of calcium, and 12 live and active probiotic cultures. Research has suggested that regular intake of probiotics is linked to several health benefits related to [digestion](#), [immunity](#) and [mental stress](#). The growth of consumer demand for probiotic-rich foods allows for Lifeway to continue to provide a variety of whole food options for those who want to incorporate healthy, microbiome-supporting nutrition into their lifestyle. Additionally, recent data from SPINS shows that full fat drinkable yogurt and kefir is up over 8% year-over-year from 2017 to 2018.

“On a personal level, I was inspired by summer trips to local berry farms with my girls to gather a bounty for our yearly canning ritual,” said Lifeway Foods CEO Julie Smolyansky. “Time is a luxury that you can’t buy, but this premium product made with rich whole milk and tart berries is a way to enjoy a wholesome, healthy kefir smoothie with your family without spending half the weekend in the kitchen. I didn’t personally pick the best berries, ferment the kefir with fresh milk from my cow, blend to the perfect proportions in my own kitchen and bottle it up for your enjoyment, but it’s a pretty close match.”

Lifeway’s new whole milk kefir with real fruit is shipping now and expected to be available throughout the United States by end of the first quarter.

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

Lifeway Foods, Inc., which has been 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 cupped kefir and cheese, frozen kefir, specialty cheeses, probiotic supplements and a ProBugs line for kids. Lifeway's tart and tangy fermented dairy and non-dairy products are now sold across North America, Ireland and the United Kingdom. Learn how Lifeway is good for more than just you at [www.lifewaykefir.com](http://www.lifewaykefir.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