

Lifeway Foods' Newly Launched Plant-Based Probiotic Beverage, Plantiful, Wins "Best of Expo West 2019" Award

Company's dairy-free product takes home award from EatingWell

MORTON GROVE, Ill., March 14, 2018 — Lifeway Foods, Inc. (Nasdaq:LWAY), the leader in probiotic kefir products to support the microbiome, announced today that the company's newest product line, Plantiful, has won EatingWell's Best of Expo West 2019 award. Plantiful is a line of vegan, plant-based probiotic beverages made with organic ingredients using a base of cultured non-GMO pea protein. The new line is 100% free from dairy, gluten and soy. At a time when consumer demand is on the rise for dairy alternatives, Lifeway has answered with a delicious, protein-filled offering that is garnering early recognition in the healthy eating category.

With over 3,500 brands represented at this year's Expo West, EatingWell chose to highlight Plantiful as one the best new products of 2019 saying, "We loved the coconut vanilla flavor – it's delicious on its own but would also be great in a smoothie, or simply poured over fruit and granola." With over 25 years of authoritative, science-backed journalism, EatingWell has been at the forefront of the healthy eating movement and Lifeway is proud to be recognized by the industry leader at the nation's largest natural food show.

Lifeway began shipping Plantiful in March 2019. The product is available in both adult and children's versions in several exciting flavors including plain, coconut vanilla, mixed berry and tropical fruit. Plantiful will be available in 8 oz single-serve and larger 24 oz multi-serve bottles that boast 10 vegan strains of probiotics and 10 grams of protein per serving, making it a perfect option for those looking for a plant-based recovery drink for pre- or post-exercise.

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.

Get recipe inspiration from Lifeway Foods on Instagram: <http://instagram.com/lifewaykefir>

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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.

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