

Lifeway Foods® to Showcase New Products and Host Activations at Natural Products Expo West 2024

MORTON GROVE, IL, March 11, 2024 – [Lifeway Foods, Inc.](#) (Nasdaq: LWAY), a leading U.S. supplier of kefir and fermented probiotic products that support the microbiome, will show off some of its best-selling favorites, including Farmer Cheese and a variety of the recently introduced Organic Grassfed Kefir flavors at Natural Products Expo West 2024, which will take place from March 13th-16th at the Anaheim Convention Center in Anaheim, CA.

The brand will be kicking off Natural Products Expo West with a full slate of activities, starting with their annual sponsorship of morning yoga on Wednesday the 13th and an invite-only brunch hosted with [Cravings by Chrissy Teigen](#) on Thursday the 14th. The brunch will include a panel with Teigen and Lifeway CEO Julie Smolyansky and showcase how Lifeway Kefir and Farmer Cheese can be paired with Cravings at-home baking mixes to create culinary masterpieces. Lifeway fans in Los Angeles should also be on the lookout for a new Grassfed Kefir billboard coming to the Sunset Strip.

Long before gut health was in the spotlight as a major factor in overall wellness, Lifeway was at the forefront of bringing nutritious, probiotic-packed foods to grocery shelves in the United States. The brand's traditional Eastern European kefir recipe has modernized into products attendees will be able to sample at the show like ProBugs Kefir for kids, Grassfed Kefir, the new Guava flavor and Lifeway's latest product innovation, KefirPLUS, a potent probiotic shot with added probiotics and features. Attendees will also be treated to Lifeway Farmer Cheese in creative recipes like protein cookie dough, caprese salad and other delicious combinations.

"While some food trends come and go, consumer interest in nutritious, high-quality foods remains paramount," said Julie Smolyansky, CEO of Lifeway Foods. "At Lifeway, we created the kefir category in 1986, and I'm proud to carry on our mission to bring affordable, healthy products into every kitchen in America. We started in a basement in Skokie, Illinois, but Lifeway's unique recipe has resonated with people all over the world to create demand that keeps propelling us forward. I'm excited for another year at Natural Products Expo West to connect with food enthusiasts and retailers and share our microbiome-supporting probiotic products with attendees throughout the show."

To better connect with the brand, sample Lifeway's best-selling products, and discover the many health benefits of probiotics, Lifeway invites all attendees to stop by the following activations:

- Lifeway Foods Main Booth
Booth #753 from March 13th-16th
- Early Morning Yoga – Kick-off Event
Grand Plaza on Wednesday, March 13th from 7:30 - 9:00am
- Outside Sampling Station
Grab-and-go favorites from Lifeway each morning at the main Expo entrance

- Lifeway Fresh Ideas Booth
Organic Lifeway products at the farmers' market style event from 11:00am - 4:00pm, Wednesday, March 13th in the Anaheim Marriott East Lot
- [*The Kefir Cookbook: An Ancient Healing Superfood for Modern Life, Recipes from My Family Table and Around the World*](#) book signing with Lifeway Foods CEO, Julie Smolyansky
Booth #753 on Thursday, March 14th from 2:00 – 4:00pm.

For more information about Lifeway and its products, visit lifewayfoods.com.

Media:

Derek Miller

Vice President of Communications, Lifeway Foods

Email: derekm@lifeway.net

General inquiries:

Lifeway Foods, Inc.

Phone: 847-967-1010

Email: info@lifeway.net

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 a variety of cheeses and a ProBugs line for kids. Lifeway's tart and tangy fermented dairy products are now sold across the United States, Mexico, Ireland and France. Learn how Lifeway is good for more than just you at lifewayfoods.com.

Forward-Looking Statements:

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 "continue," "build," "future," "increase," "drive," "believe," "look," "ahead," "confident," "deliver," "outlook," "expect," and "predict." 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, 2023, 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.