

Leading Kefir-Maker Lifeway Foods' Berry Blast Probiotic Smoothie + Collagen Selected as a Good Housekeeping 2025 Snack Awards Winner

MORTON GROVE, Ill., June 26, 2025 – [Lifeway Foods, Inc.](#) (NASDAQ: LWAY), a leading U.S. supplier of kefir and fermented probiotic products that support the microbiome, announced today that its Berry Blast Probiotic Smoothie + Collagen was named a winner in Good Housekeeping's 2025

Creamy, cultured, and packed with benefits, Lifeway's [Berry Blast Probiotic Smoothie + Collagen](#) delivers all the goodness of Lifeway's signature kefir with an added boost of 5 grams of hydrolyzed collagen in every bottle for skin health and joint support. This functional smoothie is rich in high-quality bioavailable nutrients, including Vitamins A, B and D, protein, and essential fatty acids, all of which are crucial to healthy skin cell production. Plus, with 12 live and active probiotic cultures and billions of beneficial CFUs (Colony Forming Units), it helps support a healthy microbiome and digestive health. It's also lactose-free and gluten-free.

Berry Blast is one of four delicious flavors in Lifeway's first-to-market Probiotic Smoothie + Collagen line, alongside Matcha Latte, Tropical Fruit, and Plain. Developed in response to rising consumer demand for lactose-free, functional dairy products, the line supports the gut-skin axis – a key area of wellness that connects digestive and skin health through the body's internal communications systems.

Berry Blast Probiotic Smoothie + Collagen is available nationwide at select independent and specialty stores. To find it near you, visit: lifewaykefir.com/where-to-buy/

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, South Africa, United Arab Emirates and France. Learn how Lifeway is good for more than just you at lifewayfoods.com.

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