



A Healthy Breakfast is in the Bag

LIFEWAY IS THE SIMPLE SOLUTION

PROBIOTIC
12
CULTURES



Lifeway can be a successful part of your program



BUFFETS

A satiating nutrient-rich and probiotic-packed addition to the buffet line



BAGGED MEALS

Easy protein and immune-support on-the-go as part of a balanced meal



CONVENIENCE

Perfect grab-and-go snack for travel, meetings or between meals

LIFEWAY KEFIR CONTAINS THE BENEFITS OF

12 LIVE & ACTIVE PROBIOTIC CULTURES + 25-30 BILLION CFU (Colony Forming Units)
TO HELP SUPPORT THE IMMUNE SYSTEM

In 2020, everything that we knew as both sellers and consumers in the world has changed due to COVID-19. People are now more aware of the benefits of immune-supporting foods and Lifeway's probiotic-packed kefir has been delivering those benefits for over 30 years.

Lifeway Kefir is a nutrient-rich menu option that contains **12 live and active cultures** and **25 to 30 billion beneficial CFU (Colony Forming Units)** to support the immune system by maintaining a healthy and balanced gut, where 70-80% of our immune producing cells live.

Research shows that a healthy gut supported by probiotic-rich foods helps to reduce inflammation, and may prevent and combat viruses, including COVID-19.¹ Having immune supporting foods such as kefir readily available to customers provides that extra level of comfort and safety during travel.

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¹Hamida RS, Shami A, Ali MA, Almohawes ZN, Mohammed AE, Bin-Meferij MM. Kefir: A protective dietary supplementation against viral infection [published online ahead of print, 2020 Nov 11]. Biomed Pharmacother. 2020;133:110974.