

## Kefir Comes to NASCAR as Lifeway Foods Races into Hometown Weekend with Driver Josh Bilicki at The Loop 110

Morton Grove, IL — July 1, 2025 – [Lifeway Foods, Inc.](#) (NASDAQ: LWAY) (“Lifeway” or “the Company”), a leading U.S. supplier of kefir and fermented probiotic products that support the microbiome, is proud to announce its partnership with NASCAR driver Josh Bilicki for this weekend’s NASCAR Xfinity Series race, The Loop 110, on the streets of downtown Chicago.

The partnership places Lifeway front and center as the primary sponsor of Bilicki’s No. 91 Chevrolet Camaro, fielded by DGM Racing, in one of the most anticipated races of the season. The event takes place on Saturday, July 5 and will be broadcast live nationwide on The CW Network at 4:30 PM EST.

This marks a powerful hometown moment for the brand, headquartered just 20 miles from the race venue in Morton Grove, Illinois. As a longtime advocate for gut health, wellness, and family nutrition, Lifeway is using this high-profile event to bring its message of health and vitality to millions of racing fans, many of whom call the Chicagoland area home.

“We’re thrilled to partner with Josh Bilicki for this exciting hometown race,” said Julie Smolyansky, CEO of Lifeway Foods. “Coming off our National Kefir Day celebration on June 18, which included a drone show over Lake Michigan to kick off our road to 40 years, this is another proud moment for our Chicago-based brand. Lifeway Kefir is packed with probiotics and high-quality, bioavailable protein that helps fuel strength, speed, and recovery — the same attributes that define great drivers. We’re excited to amplify the partnership on social media with drive-to-retail messaging and a behind-the-scenes look at an upcoming meet and greet at our Waukesha, Wisconsin facility. It’s an honor to see our mission of health and performance represented on the streets of our hometown during one of the most exciting events of the summer.

Bilicki’s Lifeway-branded Chevrolet will feature a bold design that celebrates Lifeway’s vibrant flavors and iconic branding. Just as every component of a race car is built for optimal output, Lifeway Kefir is formulated to help bodies perform at their best by supporting digestion, immunity, and sustained energy through every twist and turn.

“This is such a cool opportunity to bring a pioneering partnership to the sport,” said Josh Bilicki. “As a Midwest guy, getting to represent a local brand like Lifeway, especially on a global stage in downtown Chicago, makes this weekend even more meaningful. I’m excited to wear the Lifeway fire suit and showcase a brand that’s doing great things for health and nutrition.”

Fans can catch the No. 91 Lifeway Chevrolet in action when the NASCAR Xfinity Series takes the green flag in The Loop 110 on Saturday, July 5 at 4:30 PM EST. The race will air live on The CW, PRN Radio, and SiriusXM NASCAR Radio (Ch. 90).

Catch all the action behind the scenes and in the fast lane – follow [Lifeway Kefir](#) and [Josh Bilicki](#) on Instagram for exclusive content leading up to and throughout race weekend.

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](http://lifewayfoods.com).

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