

# Lifeway Foods Launches Plant-Based Frozen Probiotic Plantiful At The Lifeway Kefir Shop

New popular vegan probiotic offering now sold in frozen swirls and smoothies at The Lifeway Kefir Shop

MORTON GROVE, Ill., August 13, 2019 – Lifeway Foods, Inc. (Nasdaq: LWAY) the leading U.S. supplier of kefir cultured dairy and probiotics products to support the microbiome announced today that their recently released dairy-free product, Plantiful, will now be available as a soft serve treat at The Lifeway Kefir Shop. The new vegan friendly Plantiful smoothies and swirls will be available at all three Lifeway Kefir Shops in Chicago: The Block37 shopping center on State Street, The Merchandise Mart and the Division Street locations. The company will also make Plantiful soft serve mix available as a wholesale item for frozen yogurt shops around the country looking for plant-based options.

Plantiful is a plant-based, dairy-free beverage with 10 cultures of live and active probiotics and 10 grams of protein per serving. It is made with organic ingredients and contains no dairy, gluten or soy. The foundation of Plantiful is a cultured, organic pea protein, an ingredient lauded as one of the most sustainable protein sources. Unlike many nut-based meat and dairy alternatives, pea protein products require comparatively low water and energy usage and can be an option for those with nut allergies.

Customers at The Lifeway Kefir Shop will be treated to a rotating weekly flavor schedule of Plantiful soft serve swirls and can add their choice of delicious toppings, including fresh fruit like strawberries, mango, blueberries, a variety of nuts and indulgent options. They can now make any of the popular smoothie selections vegan by substituting frozen kefir with frozen Plantiful.

Lifeway Foods launched Plantiful at a time when consumer demand for plant-based products is on the rise. It's anticipated that dairy alternatives will come to represent 40% of the total dairy and dairy alternatives market by 2021.\* Interest in personalized healthcare and diets specifically-tailored to individual needs continues to be a trend in 2019. However, as consumers explore allergen-free products and experiment with ingredient sensitivities, they are still looking for functional beverage options that provide benefits similar to dairy products – 42% consider protein a key attribute.\*\*

For more information about Lifeway products, please visit <http://lifewaykefir.com> and <http://lifewaykefirshop.com/>

*\*Source: Dairy and Dairy Alternative Beverage Trends in the U.S., 4th Edition*

*\*\*Source: Plant-Based Dairy Alternatives*

### **About Lifeway Foods, Inc.**

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 non-dairy Plantiful, cupped kefir and cheese, frozen kefir, specialty cheeses, probiotic supplements and a ProBugs line for kids. Lifeway's tart and tangy fermented dairy and non-dairy products are now sold across the United States, Mexico, Ireland and the United Kingdom. Learn how Lifeway is good for more than just you at [www.lifewaykefir.com](http://www.lifewaykefir.com).

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

Find Lifeway Foods on Facebook: <http://facebook.com/lifewaykefir>

Follow Lifeway Foods on Twitter: [http://twitter.com/lifeway\\_kefir](http://twitter.com/lifeway_kefir)

Watch clips on YouTube: <http://youtube.com/user/lifewaykefir>

### 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.

Company Contact:

Derek Miller

847-967-1010

DerekM@Lifeway.net