

GUT HEALTH SITS AT THE TOP OF THE NEW FOOD PYRAMID

AND REAL FERMENTED FOOD BELONGS THERE



“When consuming dairy, include full-fat dairy with no added sugars. Dairy is an excellent source of protein, healthy fats, vitamins and minerals”*
- like Lifeway Kefir!



*U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2025-2030.

From small-batch roots to microbiome essential,
40 years of Lifeway Kefir perfection!

Lifeway Kefir's Role in the Dietary Guidelines



POWERED BY PROTEIN

Provides a highly bioavailable and complete source of protein to help meet daily requirements, provide satiety and maintain lean body mass.



NUTRIENT-DENSE

A source of healthy fats, vitamins and minerals to support essential body functions, including calcium, potassium and phosphorus, along with A, D, K2 and B vitamins.



SUPPORTS GUT HEALTH

Contains 12 live and active probiotic cultures (50 billion CFUs) to support a well-balanced microbiome, and may benefit skin, digestive, immune and mental health.



ALIGNED WITH DAIRY OPTIONS

Plain Lowfat and Whole Milk Lifeway Kefir options help to meet the 3 servings per day goal for dairy. Full fat dairy has positive health outcomes as part of a healthy diet.

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EST. 1986

#LOVEYOURGUTS