

Lifeway Foods Celebrates June 18 as National Kefir Day

Official proclamation and events to take place in Chicago, New York, Los Angeles, and Miami, celebrating the power of probiotics and encouraging communities to #DiscoverLifeway

MORTON GROVE, IL., June 16, 2025 — [Lifeway Foods](#), Inc. (NASDAQ: LWAY) ("Lifeway" or "the Company"), a leading U.S. supplier of kefir and fermented probiotic products to support the microbiome, proudly announces the launch of National Kefir Day, to be celebrated annually on June 18. This new holiday recognizes the cultural and nutritional impact of kefir and honors Lifeway's nearly 40-year legacy of advancing gut health and wellness in America.

The official proclamation will take place at a press event outside the Illinois Medical District in Chicago, the city where Lifeway was founded. The event will feature remarks from key leaders in government, medicine and nutrition, including:

Julie Smolyansky, President and CEO of Lifeway Foods and UIC graduate

Illinois State Senator Willie Preston

Cook County Commissioner Josina Morita

Allyson Hansen, Executive Director of the Illinois Medical District

Dr. Shikha Jain, oncologist and faculty member at University of Illinois Cancer Center

Location: 1900 W Harrison St (outdoors) or 2100 W Harrison St (indoors) in case of rain

Time: 10:00am CT

Ms. Smolyansky will kick off the day with remarks on medical advancements in gut health and kefir's role in supporting immunity, inflammation response and overall wellness. The event will emphasize the growing connection between the gut microbiome and chronic disease prevention.

“National Kefir Day is more than just a date, it’s a movement,” said Julie Smolyansky, President and CEO of Lifeway Foods. “For nearly four decades, Lifeway has been at the forefront of bringing kefir to American homes. This proclamation solidifies our commitment to promoting gut health, sustainability, and mindful nutrition. We're thrilled to mark the occasion with the city of Chicago, where our journey began. My father started making kefir in our basement, driven by the belief that food can heal. What began as a small family dream has blossomed into a global gut health phenomenon. Lifeway has led the probiotic beverage industry through groundbreaking research, innovative product development, and consumer education. National Kefir Day is more than a milestone for Lifeway, it reflects a cultural shift towards embracing the power of fermented foods for better health.”

Lifeway Kefir is made with 12 live and active probiotic cultures and is loaded with protein, calcium, and essential vitamins, offering powerful support for gut and immune health.

Ms. Smolyansky will also be a keynote speaker at The Wall Street Journal's [Global Food Forum](#) on June 17th at 11:45am CT, where she will discuss the rapid growth of Lifeway Foods and the brand's dominant leadership in the kefir category. During the event, she will unveil plans for a voluntary new certification that aims to create a new model of trust and transparency in the dairy marketplace.

As part of the celebration, free Lifeway Kefir samples will be distributed on Wednesday, June 18 at iconic locations in Chicago, New York, Los Angeles, and Miami. On June 18th, Lifeway will also hand out free kefir from the Company's home office in Morton Grove, IL and facility in Waukesha, WI. To keep the festivities going, Lifeway will sponsor a drone show over Lake Michigan on the evening of June 20th to honor Chicago as the "Kefir Capital of the World," and delight audiences with images from the Company and city's history.

To mark nearly four decades of gut health leadership, Lifeway is inviting its most passionate fans to make it permanent. As part of the National Kefir Day festivities, the company is launching a tattoo challenge, rewarding fans who show their lifelong love for Lifeway with a year of free kefir. Choose a Lifeway-inspired tattoo, whether it's your favorite Lifeway product, the brand logo, or a creative design related to Lifeway and gut health, then share a photo or video of your tattoo on Instagram or TikTok, tag @lifewaykefir, and use the hashtag #LifewayLovesYourGuts.

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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