

Lifeway Foods Relaunches Basics Plus™ Line of Kefir and Colostrum Shots, Reviving a Functional Food Innovation 30 Years Ahead of Its Time

MORTON GROVE, IL — August 22, 2025 — Lifeway Foods, Inc. (NASDAQ: LWAY) (Lifeway or The Company), a leading supplier of kefir and fermented probiotic products to support the microbiome, today announced the comeback of its Basics Plus™ line of kefir and colostrum supplement shots, a product that first debuted nearly three decades ago.

In the late 1990s, Lifeway broke new ground, becoming the first to bring a milk-based dietary supplement to America's grocery dairy cases. The beverage combined Lifeway's signature probiotic kefir with colostrum, making it one of the earliest functional foods designed to support both digestive and immune health. At the time, it was a revolutionary concept and decades ahead of consumer demand.

"Lifeway has always been ahead of the curve," said Julie Smolyansky, CEO of Lifeway Foods. "We introduced kefir to mainstream America, and we launched a dietary supplement with kefir and colostrum 30 years before anyone else was ready. We started a conversation. Now that colostrum has gone mainstream and kefir is booming, it's the perfect time to reintroduce this powerful combination with Basics Plus. Many of the leading probiotic shots contain water, brown rice powder and sugar as their key ingredients. I believe there's an opportunity to bring consumers a higher-quality product, made with better ingredients, that is both nutritious and more affordable than what's currently on the market."

A Pioneering Legacy Meets Today's Demand

[Speaking with Dairy Foods in 1998](#), Lifeway's founder Michael Smolyansky stated that Basics Plus was "intended to support the body's natural microflora and to maintain gastrointestinal health, thus supporting the immune system" and represented a revolutionary approach to blending nutrition with science. That early vision to deliver functional benefits through everyday foods is now at the center of the modern wellness movement.

Today, probiotics and kefir are among the fastest-growing categories in health and wellness, with [Grand View Research projecting that global probiotic sales may top \\$200 billion by 2030](#). Meanwhile, colostrum has emerged as a star ingredient, embraced for immunity, gut health, and recovery support. Together, they offer a one-two punch of digestive balance and immune resilience.

Packed into a convenient 3.5oz grab-and-go shot, this innovative formula combines Lifeway's legendary kefir cultures with nutrient-rich bovine colostrum to deliver powerful support for immune health, gut balance and recovery. Designed for today's on-the-go lifestyles, it's a delicious and functional way to promote wellness anytime, anywhere.

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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