

**Lifeway Foods and Erewhon to Launch Member Smoothie for the Month of  
October:  
Love Your Gut Pumpkin Spice Smoothie**

MORTON GROVE, IL, October 1, 2025 – [Lifeway Foods, Inc.](#) (Nasdaq: LWAY), a leading U.S. supplier of kefir and fermented probiotic products, announced today its second drink with LA-based organic grocer and cafe, Erewhon Market, to serve up the new, limited-edition *Love Your Gut Pumpkin Spice Smoothie* featuring Lifeway Organic Plain Kefir.

Blending trending autumn flavors and gut-loving probiotics, the Love Your Gut Pumpkin Spice Smoothie combines Lifeway Organic Plain Kefir with wholesome, seasonal ingredients, including organic pumpkin puree, organic dates, pumpkin spice seasoning, cinnamon, organic banana, cold brew, and organic dairy cream to create a delicious, nutrient-rich beverage that tastes like autumn in a cup.

"We're proud to once again join forces with Erewhon, LA's iconic wellness destination on a smoothie that's as delicious as it is functional," said Julie Smolyansky, CEO of Lifeway Foods. "This limited-edition blend combines comforting fall flavors with the powerful probiotics of our organic kefir. It's the perfect way to support your immune system and gut health as the seasons change."

Lifeway Organic Plain Kefir is packed with protein, calcium and 12 live and active probiotic cultures, all of which promote a diverse and balanced microbiome. Research suggests that [fermented foods](#) containing probiotic bacteria, such as kefir, may support the immune system and provide anti-inflammatory benefits, making it an ideal choice for consumers seeking nourishment and seasonal wellness.

The Love Your Gut Pumpkin Spice Smoothie is now available at all Erewhon Market locations, exclusively for the month of October – grab it while you can!

For more information about Lifeway or its products, visit [lifewayfoods.com](https://lifewayfoods.com).

**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](https://lifewayfoods.com).

**ABOUT EREWHON:**

Erewhon is an independent, family-owned Certified B Corp and Certified Organic Retailer with 10 locations across Southern California. Since 1968, Erewhon has been

providing organic, ethically-sourced foods to the communities it serves. It's committed to sourcing healthy, nutrient-dense products, backing local growers and brands, and supporting the environment. Recognized for its uncompromising quality standards and customer service, Erewhon sustains a community centered in caring, curiosity, and positive change. For more information, visit [erewhon.com](http://erewhon.com).

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