

Lifeway Foods® to Showcase New Probiotic Salad Dressing Innovations and Conventional Whole Milk Kefir Expansion at Natural Products Expo West 2025

Attendees will also get to sample new Lactose-Free Flavor Fusions and Probiotic Smoothies + Collagen

MORTON GROVE, IL, February 28, 2025 – [Lifeway Foods, Inc.](#) (Nasdaq: LWAY), a leading U.S. supplier of kefir and fermented probiotic products that support the microbiome, will showcase its innovative probiotic salad dressing concepts and new conventional whole milk kefir flavors to complement [Lifeway's popular organic whole milk kefir line](#) at Natural Products Expo West 2025, which will take place from March 4th-7th at the Anaheim Convention Center in Anaheim, CA. Attendees will also be able to sample the recently released [Lactose-Free Flavor Fusions](#) and game-changing [Probiotic Smoothies + Collagen](#).

Expo West visitors will be among the first to see these breakthrough probiotic items, while also indulging in an array of creative recipes including kefir parfaits. Additionally, the brand will sample a variety of sweet and savory farmer cheese appetizers which showcase the fan favorite's versatility, protein content and distinctive flavor.

“At Lifeway, we’ve always been driven by a passion to thoughtfully craft products that nourish both body and mind and satisfy developing consumer demands, and the interest in kefir continues to grow thanks to the groundbreaking research linking [fermented milk products and the decreased incidence of certain types of colorectal cancer](#),” said Julie Smolyansky, President and CEO of Lifeway Foods. “As pioneers of kefir and cultured dairy in the U.S., it is crucial that we lead innovation in the dairy aisle. Our newest offerings have a mixture of on-trend ingredients, along with fusion flavors and combinations never seen before, [which research shows resonates with Gen Z and Millennial shoppers](#). We’ve done all this while still ensuring our new items are packed with the same high-quality, bioavailable nutrients that our core lines feature. I’m excited to return to Expo West this year to share our products and connect with food lovers, retailers and health enthusiasts who are as passionate about better-for-you foods as we are at Lifeway.”

To enjoy Lifeway products, discover the many health benefits of kefir and meet the team, Lifeway invites all attendees to stop by the following activations:

- Lifeway Foods Main Booth
#753 from March 4th-7th, 2025
- [Trends and Innovations in the Wellness Beverage Marketplace](#), featuring Lifeway President and CEO Julie Smolyansky
Anaheim Marriott, March 4th from 8:30am – 10:00am

- Early Morning Yoga Kick-off Event
Grand Plaza on Wednesday, March 5th from 7:30am – 9:00am
- [Females in Food Expo West Mixer](#) with Lifeway President and CEO Julie Smolyansky
Anaheim Marriott on Wednesday March 5th from 5:30pm – 7:30pm
- [The Kefir Cookbook: An Ancient Healing Superfood for Modern Life, Recipes from My Family Table and Around the World](#) book signing with Lifeway Foods CEO, Julie Smolyansky
Booth #753 on Thursday, March 6th from 2:00pm – 4:00pm

For more information about Lifeway and its products, visit 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.

Forward-Looking Statements

This press release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 regarding, among other things, Lifeway's outlook, expected manufacturing efficiencies and fixed cost absorption, expectations regarding future operating and financial performance, future business strategy and objectives and expected shipping to Dubai and the United Arab Emirates. These statements use words, and variations of words, such as "will," "continue," "build," "future," "increase," "drive," "believe," "look," "ahead," "confident," "deliver," "outlook," "expect," and "predict." You are cautioned not to rely on these forward-looking statements. These forward-looking statements are made as of the date of this press release, are based on current expectations of future events and thus are inherently subject to a number of risks and uncertainties, many of which involve factors or circumstances beyond Lifeway's control. 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, 2023 and Quarterly Report on Form 10-Q for the quarter ended September 30, 2024. Copies of these filings are available online at <https://www.sec.gov>, <http://lifewaykefir.com/investor-relations/>, or on request from Lifeway. Lifeway expressly disclaims any obligation to update any forward-looking statements

(including, without limitation, to reflect changed assumptions, the occurrence of anticipated or unanticipated events or new information), except as required by law.

Contacts:

Perceptual Advisors

Dan Tarman

Email: dtarman@perceptualadvisors.com

Derek Miller

Vice President of Communications, Lifeway Foods

Email: derekm@lifeway.net