

Lifeway Foods Brings Frozen Kefir Back to Soft-Serve Machines through Foodservice

The company that pioneered frozen kefir is bringing elevated soft serve made with real kefir to froyo concepts in New York, Chicago, Los Angeles and beyond

MORTON GROVE, IL. — October 20, 2026 — Lifeway Foods, Inc. (Nasdaq: LWAY), the leading U.S. supplier of kefir, farmer cheese and fermented probiotic products, is bringing kefir back to soft-serve machines, giving restaurants and frozen yogurt shops a new way to serve the cultured dairy favorite.

Lifeway's kefir is now being served at trendsetting froyo destinations like Drugstore, Mikono and Culture Club, with an expanding presence in New York, Chicago, Los Angeles and a growing number of other cities nationwide. Made with real kefir rather than a powdered frozen yogurt mix, the soft serve brings Lifeway's creamy, tart and tangy taste to a familiar treat.

Lifeway pioneered frozen kefir long before the format made its way onto today's frozen yogurt menus. In 2008, Lifeway introduced Starfruit Café in Chicago, later rebranded as The Lifeway Kefir Shop, serving frozen kefir, smoothies and parfaits at four locations and from a mobile food truck. After 13 years serving Chicago customers, the shops closed in 2021 following the pandemic. Lifeway also brought frozen kefir to consumers nationwide through pint formats sold at retailers across the country and continues to bring The Lifeway Kefir Shop experience to life through special pop-up events.

"I'm excited to see the frozen kefir comeback at a time when people are looking for enjoyable foods made with real ingredients," said Julie Smolyansky, President and CEO of Lifeway Foods. "Lifeway was the first to make frozen kefir, and we've continued to build on that experience from our Chicago shops to pints sold at retailers nationwide. Many frozen yogurt mixes start as a powder. Ours starts with real kefir, bringing its signature tart, tangy flavor, high-quality bioavailable protein and 50 billion CFUs to the soft-serve machine. It's a delicious, guilt-free, gut healthy and lactose intolerance-friendly option for consumers, including those looking for protein-forward foods while using GLP-1 medications."

Lifeway is working with shops and foodservice concepts interested in bringing kefir soft serve to their menus. The offering is designed for use in commercial soft-serve machines.

About Lifeway Foods, Inc.

Lifeway Foods, Inc. is the brand that introduced kefir to generations of American consumers. For 40 years, Lifeway has defined authentic, real kefir in the U.S. market while building the expertise, consumer trust and scale that support its category leadership. The Company has been recognized as one of America's Growth Leaders by TIME, as Dairy Foods' Processor of the Year 2025, as one of Forbes' Best Small Companies and on Inc.'s 2025 Best in Business list in the Best Challenger Brands category. In addition to its drinkable kefir portfolio, Lifeway produces Farmer Cheese – a 40-year legacy line now expanding to mass retail – Kefir Butter, Muscle Mates™, a variety of cheeses and ProBugs® for kids. Lifeway products are sold across the United States, Mexico, the United Arab Emirates, Central America and the Caribbean. Learn more at lifewayfoods.com

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