

Lifeway Organic Flavor Fusions Kefir Line Nominated for 2025 Dairy Product of the Year by Dairy Foods

Morton Grove, IL – August 8, 2025 – Lifeway Foods, Inc. (NASDAQ: LWAY), a leading U.S. supplier of kefir and fermented probiotic products, is proud to announce that its new 8oz Organic Flavor Fusions line of kefir has been nominated for the prestigious 2025 Dairy Product of the Year by Dairy Foods magazine. The brand was also recently named [Processor of the Year](#) by Dairy Foods.

Crafted to excite the palate and support gut health, the Lifeway Organic Flavor Fusions collection features ten globally inspired, bold and functional flavor combinations:

- Pink Dragon Fruit
- Passionfruit Lychee
- Matcha Latte
- Hot Honey
- Guava Jackfruit
- Coconut Pineapple
- Pistachio Rose Vanilla
- Grapefruit Elderflower
- Wild Blueberry Lavender
- Taro Ube Latte

Dairy Foods notes that each nominee was “selected for their quality, innovation, and contribution to the industry.” Lifeway is honored by the recognition and grateful for the opportunity to showcase a breakthrough in how kefir can be enjoyed on-the-go with trending flavor combinations.

“We leveraged hot, on-trend flavors like Matcha Latte and Pistachio Rose Vanilla, inspired by the decadent Dubai chocolate bars. Then we combined them with Lifeway’s 40-year leadership in gut health and high-quality, bioavailable protein to bring true innovation to our customers while honoring a 2,000-year-old product,” said Lifeway Foods CEO Julie Smolyansky. “To see it recognized by Dairy Foods as a top product of the year is an incredible honor and a testament to our innovation and commitment to wellness.”

Vote Now Through August 31! Public voting is now open at:

<https://www.dairyfoods.com/vote-dairy-product-of-the-year>

No purchase is necessary to vote. The winning product will be revealed in the October 2025 issue of Dairy Foods magazine and featured in the cover story, with the honoree receiving a custom award plaque.

Help crown Lifeway Organic Flavor Fusion as the 2025 Dairy Product of the Year – your vote supports innovation and better-for-you dairy!

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.

Derek Miller

Vice President of Communications, Lifeway Foods

Email: derekm@lifeway.net

Perceptual Advisors

Dan Tarman

Email: dtarman@perceptualadvisors.com

General inquiries:

Lifeway Foods, Inc.

Phone: 847-967-1010

Email: info@lifeway.net