



## OUR COMMITMENT

# The Lifeway Mission

With a commitment to using only all-natural, hormone-free, and GMO-free ingredients, supporting philanthropic initiatives, promoting environmental responsibility, and ensuring local farming sustainability, Lifeway aims to make the world a better, healthier place.

## GREEN INITIATIVES



### RENEWABLE ENERGY CREDITS

Since 2006, we've purchased 87,685 MWh of Green-e RECs from Renewable Choice Energy/Schneider Electric to offset 100% of the electricity used at Lifeway facilities.

[LEARN MORE](#)



### CHICAGO GATEWAY GREEN

Non-profit, public-private partnership dedicated to the greening and beautification of Chicago's expressways, gateways and neighborhoods.

[LEARN MORE](#)



### CARBON OFFSETS

Lifeway proudly participates in Illinois Nicor Total Green and various Schneider Electric projects to offset our carbon footprint.

[LEARN MORE](#)



### EPA GREEN POWER PARTNERSHIP

Lifeway is a 100% Green Power User with an Annual Green Power Usage (kWh) of 10,224,000.

[LEARN MORE](#)

## OUR PACKAGING

32oz & 3.5oz bottles are made from HDPE #2 plastic, 100% recyclable and BPA-free

8oz bottles are made with plant-based materials and are 100% recyclable

ProBugs pouches are made with post-consumer recycled material, with Vizi™ caps and spouts that reduce plastic use by up to 30%

When recycling isn't an option, we bring TerraCycle® boxes to create zero-waste solutions for our sampling at events





OUR KEFIR

# What is Kefir?

Lifeway Kefir is a tart and tangy cultured milk smoothie that is high in protein, calcium and vitamin D. Thanks to our exclusive blend of kefir cultures, each cup of kefir contains 12 live & active cultures.



\*As part of a balanced diet.

## LIFEWAY KEFIR VS YOGURT

With better ingredients and a prolonged fermentation process, Lifeway Kefir emerges as the premium option with the most benefits.

NUTRITIONAL BENEFITS	LIFEWAY KEFIR	YOGURT
<b>CULTURES</b> LIVE AND ACTIVE PROBIOTIC STRAINS	12 ✓	1-5 ✗
<b>CFU'S</b> COLONY FORMING UNITS, AKA: BENEFICIAL BACTERIA	50 BILLION ✓	6 ✗
<b>PROTEIN</b> PER 8OZ SERVING	10g ✓	6g ✗
<b>LACTOSE INTOLERANCE FRIENDLY</b>	UP TO 99% LACTOSE FREE ✓	NO! ✗

## CONTACT

For more information  
and samples of Lifeway Kefir:

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**ELI TRUJILLO**  
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## TOP SELLING SKU's

### FOOD AWAY FROM HOME

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LOWFAT 8oz

LOWFAT 32oz

### ALL OTHER CHANNELS

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LOWFAT 32oz & 8oz



WHOLE MILK 32oz & 3.5oz

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