



## 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 procured 99,166 MWh of Green-e RECs from Schneider Electric to offset 100% of the electricity used at Lifeway facilities.

[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](#)



### CHICAGO GATEWAY GREEN

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

[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.



\*A good diet promotes good health and prevents the onset of disease.

## 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><br>LIVE AND ACTIVE PROBIOTIC STRAINS           | 12<br>✓                        | 1-5<br>✗ |
| <b>CFU'S</b><br>COLONY FORMING UNITS, AKA: BENEFICIAL BACTERIA | 25-30 BILLION<br>✓             | 6<br>✗   |
| <b>PROTEIN</b><br>PER 8OZ SERVING                              | 10g<br>✓                       | 6g<br>✗  |
| <b>LACTOSE INTOLERANCE FRIENDLY</b>                            | UP TO 99%<br>LACTOSE FREE<br>✓ | NO!<br>✗ |

### CONTACT

For more information  
and samples of Lifeway Kefir:

**DIANE STRIEGEL**

Director of Sales  
[dianes@lifeway.net](mailto:dianes@lifeway.net)

**ELI TRUJILLO**

Senior Manager of Business Development  
[elit@lifeway.net](mailto:elit@lifeway.net)



## TOP SELLING SKU's

### FOOD AWAY FROM HOME

---



LOWFAT 8oz

LOWFAT 32oz

### ALL OTHER CHANNELS

---



LOWFAT 32oz & 8oz



WHOLE MILK 32oz & 3.5oz

### CONTACT

For more information  
and samples of Lifeway Kefir:

**DIANE STRIEGEL**

Director of Sales  
[dianes@lifeway.net](mailto:dianes@lifeway.net)

**ELI TRUJILLO**

Senior Manager of Business Development  
[elit@lifeway.net](mailto:elit@lifeway.net)