Lifeway® Kefir Commercial Makes Chicagoland Television Debut Sunday, November 8, 2026 With New Muscle Mates™ Social Media Campaign to Follow

MORTON GROVE, Il., November 6, 2026 — Lifeway Foods, Inc. (Nasdaq: LWAY)("Lifeway" or "the Company"), the leading U.S. supplier of kefir and fermented probiotic products, is bringing its partnership with Chicago football stars Colston Loveland and D'Andre Swift to a bigger stage.

On Sunday, November 8, Lifeway's humorous kefir commercial featuring the two athletes will make its Chicagoland television debut, expanding the reach of a fan-favorite campaign that first launched exclusively on social media. The broadcast debut will be followed by an all-new, social-exclusive campaign featuring the players promoting Lifeway Muscle Mates, the Company's high-protein probiotic kefir with creatine.

"Football brings people together, and as a company with deep roots in Chicagoland, we're excited to bring this campaign to an even wider audience," said Julie Smolyansky, President and CEO of Lifeway Foods. "Colston and D'Andre bring incredible personality and energy to our brand, helping us connect with a new generation of consumers while showcasing how Lifeway Kefir and Muscle Mates can fit into active, everyday lifestyles."

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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