

## **Lifeway Continues Leadership Role at the Forefront of the Probiotics Market with Their New Lines of Single-Serve Farmer Cheese and Kefir Cups, Do-It-Yourself Kefir Starter, and Probiotic Supplements**

*Kefir, Farmer Cheese, Adult and Children's Probiotic Supplements Aid Digestive Health and Immunity*

**MORTON GROVE, Ill., September 22, 2016** — At the 2016 Natural Products Expo East, Lifeway Foods, Inc. (Nasdaq:LWAY) will be showcasing new and recently released innovations at Booth #1527. This includes a line of spoonable cupped kefir and farmer cheese products packaged in single-serve containers, [32oz Low Fat Ceremonial Matcha Kefir](#), [Probiotic Supplements and Children's Chewables](#), as well as a DIY (Do-It-Yourself) Kefir Starter Kit.

[The global probiotics market](#) is expected to reach \$57.4 billion by 2022 and Lifeway is at the forefront with their new product lines. The company's expansion into the supplement aisle via the launch of Lifeway ProBugs Chewables for children and Lifeway Probiotic Supplements for adults provides an option to reach new customers who may be looking for vegan ways to incorporate probiotics into their diets. Lifeway will also be pursuing new shelf space with the introduction of single serve Strained Kefir and Farmer Cheese cups.

"Our new products were developed with on-the-go customers in mind, especially busy millennials who are looking for healthy, portable snack options. Lifeway's cupped kefir and farmer cheese come in a range of flavors that can be enjoyed at home, on the road, at work, or wherever the day takes them," said Lifeway Foods CEO Julie Smolyansky. "Our probiotic supplements and chewables offer convenient options for anyone, even those on strict diets, to enjoy the benefits Lifeway has to offer."

### **Single-Serve Kefir and Farmer Cheese Cups Offer Portable Probiotic Options**

Lifeway's kefir cups feature strained, low fat kefir, a fermented dairy product that is 99% lactose-free. The flavored kefir cup varieties are packaged in a dual cup that enables users to easily add toppings before enjoying. Lifeway's tasty farmer cheese cups come plain or blended with fruit for a convenient snack. Both the conventional and organic versions of cupped kefir and farmer cheese will come in plain and flavored varieties with a convenient spoon for on-the-go snacking. Expertly crafted in small batches, these kefir cups offer the 12 signature probiotic cultures for which Lifeway has become known, far more than traditional or Greek yogurt.

All of Lifeway's dairy products are gluten free, have clean labels, and are filled with probiotics, which may help digestion. Unlike many cultured products, Lifeway's products contain no carrageenan, guar gum, or soy lecithin. Their dairy products are made from milk produced by grass-fed cows that are not treated with antibiotics or synthetic growth hormones. The products are cultured after pasteurization to ensure that the cultures are 100% live and active.

## **Probiotic Supplements for Adults and ProBugs Chewables for Children**

To help consumers get their daily dose of probiotics wherever they are, Lifeway recently rolled out Probiotic Supplements for adults, which are sold in specialized formulations for Travelers and Women, as well as a Balanced version for everyday health.

New Lifeway ProBugs Chewables are an effective way to help restore the balance of good bacteria in the digestive tract and support healthy immune function in children ages four and older. Each tablet includes ten probiotics, with three of the strains playing important roles in helping prevent and treat symptoms of celiac disease, severe diarrhea, and gastroenteritis in children. Available in strawberry and grape flavors with 5 billion CFUs per tablet, ProBugs Chewables are sold in packages of 30.

Both the adult and children's probiotic supplements are gluten-free, vegan, non-GMO, nonperishable and free of allergens such as nuts and lactose.

## **DIY Kefir Starter Kit: Kefir On Your Terms**

Lifeway will be unveiling a Kefir Starter that will enable customers to make their own kefir, giving them complete control over their ingredients. The Kefir Starter has three GMO-Free, Gluten-Free packets that contain six authentic probiotic cultures, including *L. Lactis*, *L. cremoris*, *L. diacetylactis*, *L. rhamnosus*, *K. maxianus*, and *B. lactis*.

Learn more about Lifeway's new probiotic product lines at [www.lifewaykefir.com](http://www.lifewaykefir.com).

## **About Lifeway Foods, Inc.**

Lifeway Foods, Inc. (LWAY), recently named 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 frozen kefir, specialty cheeses and a ProBugs line for kids. Lifeway's tart and tangy cultured dairy products are now sold across the United States, Canada, Latin America and the United Kingdom. Learn how Lifeway is good for more than just you at [Lifewaykefir.com](http://Lifewaykefir.com).

Find Lifeway Foods, Inc. on Facebook: [www.facebook.com/lifewaykefir](http://www.facebook.com/lifewaykefir)

Follow Lifeway Foods on Twitter: [http://twitter.com/lifeway\\_kefir](http://twitter.com/lifeway_kefir)

Watch clips on YouTube: [Youtube.com/user/lifewaykefir](http://Youtube.com/user/lifewaykefir)

## **Forward Looking Statements**

This news release contains forward-looking statements. Investors are cautioned that actual results may differ materially from such forward-looking statements. Forward-looking statements involve risks and

uncertainties including, but not limited to, competitive pressures and other important factors detailed in the Company's reports filed with the Securities and Exchange Commission.

**Company Contact:**

Derek Miller

847.967-1010

[DerekM@Lifeway.net](mailto:DerekM@Lifeway.net)