

## **New Veggie Kefir from Lifeway Foods Breaks Savory New Ground in Probiotics**

*Adds Veggie Power & Big Taste with No Added Sugar; Debuting at Natural Products Expo West*

**Morton Grove, IL—March 6, 2014:** Squeezing more veggies as well as more probiotics into your diet just got easier with new Veggie Kefir from Lifeway Foods, Inc. (NASDAQ: LWAY). The first veggie/kefir combo on the market, this new savory smoothie with its choice of Tomato, Cucumber and Beet varieties is a great change of pace from fruity probiotic fare. It not only provides a powerhouse of flavor without the added sugar, but also delivers a double dose of “healthy” by packing one full serving of vegetables as well as 12 probiotic cultures into every 8 oz bottle.

Lifeway’s segue into a new food group introduces an extra boost of antioxidants and beneficial nutrients from vegetables, on top of the immunity- and digestion-enhancing effects of kefir’s probiotics. All three varieties are light and refreshing, 99% lactose-free, naturally gluten-free, and brimming with 11 grams of protein per serving with just 2 grams of fat. Lifeway Veggie Kefir will be available in 8 oz individual bottles and four-packs this spring.

“Roughly half of our daily diet should consist of fruits and vegetables, according to the latest dietary guidelines, but most consumers fall short on the veggie side because vegetables aren’t as easy to consume as a banana or an apple,” said Julie Smolyansky, President and CEO of Lifeway Foods. “Our new Veggie Kefir is a simple way to increase your veggie consumption, drink your probiotics at the same time, and cut down on sugar without sacrificing taste.

Lifeway Veggie Kefir is being previewed at Booth #3448 at the Natural Products Expo West trade show running this week in Anaheim, CA. It joins an innovative new kefir lineup that includes Lifeway Kefir with Oats in three flavors that deliver both the fiber and the nutritional punch of oatmeal, and stevia-sweetened Lifeway Perfect 12 Kefir in four varieties designed for diabetics and those watching their sugar intake.

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

Lifeway Foods, Inc. (LWAY), recently named one of Fortune Small Business' Fastest Growing Companies for the fifth consecutive year, is America’s leading supplier of the cultured dairy products known as kefir. Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures plus ProBoost™. In addition to its line of Kefir products, the company produces a variety of Frozen Kefir and probiotic cheese products. Lifeway also sells frozen kefir, kefir smoothies and kefir parfaits through its Starfruit™ retail stores.

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### **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.*

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