



Lifeway Foods Frozen Kefir Kicks Off First SXSW Appearance

Company to offer its Delicious, Nutritious Treats at their Frozen Kefir Truck and at the Inaugural GoodxGlobal Power of Social Good Event, a SXSW Companion Event

MORTON GROVE, IL -- Great minds think alike: they crave healthy snacks! Lifeway Foods, Inc. (NASDAQ: LWAY) announced today it will provide its delicious and nutritious kefir to those gathering for SXSW, the annual music, film and interactive conference, taking place in Austin from March 8 – 17.

“With hundreds of thousands of visitors converging on Austin for the SXSW conference, we are excited to be able to introduce them to our line of frozen kefir,” said Julie Smolyansky, President and CEO of Lifeway Foods, Inc. “Innovative thinkers and creative minds will all be joining together at SXSW and our frozen kefir will provide them the boost to keep their energy going.”

Lifeway Foods will hand out treats from their frozen kefir truck in downtown Austin, while parked next to the Austin Convention Center, the epicenter of SXSW, March 8 to 12. The truck will serve Lifeway Kefir samples in the morning, followed by Frozen Kefir mini’s and Frozen Probugs in the afternoon to all SXSW attendees walking to and from all the conferences, concerts and parties that Austin has to offer. Lifeway brand ambassadors will also implement a grass roots effort by hitting the city streets and providing samples to the thousands of people staying in Austin over these five days.

In addition to providing frozen kefir to all SXSW attendees, the company will also participate in a number of [GoodxGlobal](#) events on March 10, where key leaders in the world of social good will gather to help spark creative solutions to local and global issues. Lifeway aims to use this event to provide nutritional fuel to inspire the agents of social change to solve global challenges like access to food, health, education and clean water.

“The goal of GoodxGlobal is to affect real change on issues important to people worldwide, including health and nutrition,” said Julie Smolyansky, who will participate in a panel titled, “Can Technology Save Women?” with Elizabeth Gore and Ingrid Vanderveldt, both of the United Nations Foundation’s Global Entrepreneurs Council. “I am honored to share Lifeway’s passion for providing healthy food options to people across the world with this esteemed group.”

Lifeway Foods will also have its push cart at GoodxGlobal presents: Africa Meets Austin, The After Party the evening of March 10. As a celebration of social good and solving hunger,

attendees will receive samples of frozen kefir while enjoying a concert from folk-pop band Seryn and electro-Afro-pop outfit The Very Best.

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 and organic 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.

Find Lifeway Foods, Inc. on Facebook: www.facebook.com/lifewaykefir

Follow Lifeway Foods on Twitter: http://twitter.com/lifeway_kefir

Follow Lifeway Foods on Pinterest: www.pinterest.com/Lifewaykefir

Instagram: LifewayKefir

YouTube: <http://www.youtube.com/user/lifewaykefir>

Media Contact:

Hanni Itah

847.415.9324

hitah@sspr.com

Contact:

Lifeway Foods

877.281.3874

info@Lifeway.net