

Lifeway Tests Starfruit Kefir Soft Serve and Smoothies Kiosks in Boston Whole Foods

Tasty, Healthy Frozen Treats Served at Whole Foods Wellesley, Coming Soon to EarthFest

MORTON GROVE, IL (May 1, 2012) – Lifeway Foods, Inc. (LWAY), America’s leading supplier of cultured dairy products kefir and organic kefir, is testing a new kiosk concept to deliver its Starfruit™ soft serve frozen kefir and smoothies in the Boston area. The Chicago-based company is evaluating the concept with an eye toward possible expansion.

Lifeway Foods is uniquely positioned for expansion because the company’s large manufacturing volume and established distribution network enables it to pass significant savings along to partners. The company also offers robust support to partners, including a national strategic marketing plan, innovative customer awareness and business development programs, an experienced support team and easy kiosk integration into established retail outlets such as grocery stores, universities, hotels and food service locations. Kefir-based products, which originate from a liquid rather than a frozen base, generally offer lower logistics costs than their frozen yogurt counterparts.

But the heart of the difference between kefir and yogurt-based frozen treats is the taste and health benefits, and Lifeway Foods emphasized their products’ competitive edge by offering free samples of Starfruit soft serve frozen kefir and Starfruit Signature Smoothies to Boston Marathon participants. Customers can now try the popular treat at the café inside the Whole Foods Wellesley store. Lifeway Foods, an environmentally conscious company, will soon celebrate EarthFest in Boston on May 19 by offering their unique probiotic products to festival goers.

Fans note that Starfruit frozen kefir not only tastes better than frozen yogurt, but it’s healthier too because it’s made with Lifeway Kefir. Kefir is cultured milk filled with friendly micro-organisms called probiotics that help to maintain a healthy digestive system and boost immunity. More nutritious than yogurt, kefir is an excellent source of calcium and protein.

Starfruit frozen kefir offers 10 live probiotic cultures with three times the amount of probiotic activity found in regular yogurt. Additionally, the company’s frozen kefir is gluten-free, 99% lactose-free and contains only 15 calories per ounce. It’s all-natural, containing no artificial colors or flavors, and contains no high fructose corn syrup. However, for Lifeway Kefir fans, it’s all about the taste.

“We’re thrilled to be working with Whole Foods on a whole new level,” noted Julie Smolyansky, President and CEO of Lifeway Foods Inc. “Our Starfruit soft serve complements our already popular frozen kefir pints, and offers instant gratification to shoppers. This is the first time Starfruit has been offered outside of Chicago, and we expect a great response.”

Boston-region customers can now sample the original frozen kefir or a fruit flavor soft serve with a delicious range of toppings or choose one of four flavorful varieties of Starfruit Signature Smoothies at the café inside Whole Foods Wellesley. Smoothie flavors include Berry Good 4U, The Diva, Breakfast Blast and Reloaded. Learn more about Lifeway Kefir and Starfruit at <http://www.LifewayKefir.com/> and <http://www.StarfruitCafe/>.

About Lifeway Foods

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.

About Starfruit Café

Launched in 2008, Starfruit Café, is an arm of Lifeway Foods, Inc. (LWAY) - America's leading supplier of the cultured dairy products known as kefir and organic kefir. Made with delicious probiotic-filled Lifeway Kefir, Starfruit Café's frozen treats, custom parfaits and low-fat smoothies aid digestion, support immunity, promote weight loss, and help fight lactose intolerance. Frozen treat enthusiasts are free to create their own delicious frozen kefir masterpiece with plenty of healthy toppings from which to choose. For more information, visit www.starfruitcafe.com or join the Starfruit conversation at twitter.com/starfruitcafe or facebook.com/starfruitcafe.

Starfruit Café Chicago land retail stores are located at 1745 W. Division in Wicker Park; 2142 N. Halsted in Lincoln Park; Block 37, Pedway Level, 108 N. State in Chicago's Loop; and in the Merchandise Mart at 222 Merchandise Mart Plaza. Starfruit frozen kefir is also served in the main concourse concession at Wrigley Field and in the Carousel ice cream shop at Ravinia.

About Whole Foods

Whole Foods Market, Inc. engages in the ownership and operation of natural and organic food supermarkets. The company offers produce, seafood, grocery, meat and poultry, bakery, prepared foods and catering, coffee and tea, nutritional supplements, and vitamins. It also provides specialty products, such as beer, wine, and cheese; body care and educational products, such as books; and floral, pet, and household products. As of March 12, 2012, the company operated approximately 315 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Inc. was founded in 1978 and is headquartered in Austin, Texas.

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