

# **Lifeway Foods, Inc.**

For Immediate Release

## **Lifeway Foods launches first ever seasonal Kefir flavor providing a healthy alternative to other caloric holiday drinks.**

MORTON GROVE, IL. –Nov. 9, 2009 Lifeway Foods, makers of the nutritious probiotic beverage, Kefir, is spicing up the holidays with the launch of their first ever seasonal flavor; Cranberry Crème Brulee Kefir. Lifeway's alternative to eggnog this holiday season will give consumers a healthy way to enjoy classic holiday tastes without the classic holiday calories.

Bursting with the rich flavor of vanilla custard and caramelized sugar, and infused with a tangy cranberry zing, Cranberry Crème Brulee Kefir has only 160 calories and 2 grams of fat per serving. And just like the other 13 flavors of Lifeway Kefir, there are 10 exclusive live and active cultures that work in your body to help build and restore immunity, improve digestion and help fight off pesky cold and flu bugs. Delicious and nutritious, Lifeway Kefir is a perfect way to enjoy holiday flavors guilt-free.

CFO Edward Smolyansky said, "Our hope is that seasonal flavors become an annual tradition for us at Lifeway and something that our customers look forward to each year."

Julie Smolyansky, CEO commented, "Our Kefir customers have been asking for a special holiday version for years, so we have been working to develop just the right flavor profile."

Beginning in November, Lifeway Foods' Cranberry Crème Brulee flavor will be available in 32-oz bottles at select stores nationwide including: Whole Foods, Jewel Food Stores in the Chicagoland area, HEB in Texas, Kroger, Schnuck's, Stop N Shop, Hy-Vee, Food Emporium in Manhattan, Ingles, and Harris Teeter. To find a location near you please visit [www.Kefir.com](http://www.Kefir.com) or contact Lifeway Foods Inc.

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**[www.Kefir.com](http://www.Kefir.com) and [www.StarfruitCafe.com](http://www.StarfruitCafe.com)**

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### **About Lifeway Foods**

Lifeway Foods, Inc., recently named one of Fortune Small Business' Fastest Growing Companies for the 4<sup>th</sup> consecutive year, is America's leading supplier of the cultured dairy product known as Kefir, and America's sole supplier of Organic Kefir.

Lifeway Kefir is a dairy beverage that contains 10 exclusive live and active probiotic cultures. While most regular yogurt contains only two or three of these "friendly" cultures, Lifeway Kefir products offer even more nutritional benefits. Lifeway produces 12 different flavors of its drinkable Kefir and Organic Kefir beverage, and recently introduced a series of innovative new products such as a children's line of Organic Kefir products called ProBugs (TM) with a no-spill pouch and kid-friendly flavors like Orange Creamy Crawler, Goo Berry Pie, and Sublime Slime Lime. In addition to its line of Kefir products, the company produces a variety of probiotic cheese products, and a line of products marketed in US Hispanic communities called La Fruta Drinkable Yogurt (yogurt drinks distinct from Kefir).