

Consumer of the month!

Jennifer Keller used to pass by kefir at the grocery store, reaching over it for more popular yogurts. One day, about two months ago, a colleague of hers (she's a market researcher of consumer products) mentioned that he had heard Lifeway Low Fat Raspberry Kefir was particularly good. His remark sparked her interest and she gave it a try.

Keller has since become a devotee of our creamy kefir, sharing the product with her husband, who is training for the Chicago Marathon in October and drinks it in the morning before going for a run. A runner herself, Keller has found Lifeway to be a key part of her own fitness and nutrition routine - particularly since experiencing a ski injury earlier this year in Colorado.

"I was sideswiped by a snowboarder (while I was skiing) and fell on my right knee," she described. For a month, doctors thought she had torn her anterior cruciate ligament, or ACL. Two months of physical therapy later, it was determined to be a torn LCL - a smaller ligament which usually heals on its own. Keller was fortunate; no surgery was needed.

When she got the go-ahead to begin working out again, she had to start from scratch. "My running regime was null," Keller wrote in a letter to Lifeway CEO Julie Smolyansky. Enter kefir. "[Drinking] Low Fat Kefir (Raspberry)...gives me a boost in the morning before my run and in the late afternoon, instead of my usual M&M fix," she wrote. "I've noticed I have much more energy (than before my injury) and I'm pretty sure it has to do with the Kefir."

Thankfully this active Chicagoan isn't suffering from any lasting injuries other than some residual stiffness when sitting for long periods or achiness when the air pressure changes. Though she hasn't skied since the accident, she promises that "next season, I'm sure I will be making up for lost time. I love it too much to stop." She currently runs about three miles, once or twice a week, plays tennis and lifts weights. Keller's Kefir powers her through it all.

"Kefir is a great on the go breakfast meal - I'll have a glass while getting ready for work. I also will take a drink if I'm going to be out running errands and know I won't be eating for sometime - this prevents me from snacking on bad food. It's also a great mid-afternoon snack to tide me over to dinner."

Thanks for sharing, Jennifer, and continued good health!

Please send your letters about how kefir has made a difference in your life to:

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