

Lifeway Foods Introduces New Greek Style Kefir

MORTON GROVE, Ill., Jan. 27 /PRNewswire-FirstCall/ -- Lifeway Foods, Inc. (Nasdaq: [LWAY](#) - [News](#)), the nation's leading kefir manufacturer, today announced the addition of Greek Style Kefir, an exceptionally tangy, rich and decadent whole milk kefir to their ever-growing product line.

Similar to our award winning Original Kefir, Lifeway's new Greek Style Kefir is made with full fat milk and cream for a thick and indulgent taste. No matter how indulgent it is, this old world Greek Style Kefir could be enjoyed without the guilt. Made with all natural ingredients including Lifeway's ten live and active Probiotic cultures that promote a healthy immune and digestive system, this Greek Style Kefir is also high in protein, calcium, and essential vitamins and minerals.

The most tart and creamy of all Lifeway Kefirs, Lifeway's new Greek Style Kefir could be enjoyed in any way, on its own, mixed with honey or poured over fruit. Its thick full-bodied flavor is the perfect addition to soup and salad dressing recipes and still tastes delicious when licked off the rim of a glass. The tart old world taste and crisp blue and white packaging are reminiscent of a treasured homemade recipe from a Mediterranean village on the sea.

"The growing popularity of Greek style yogurt has inspired us to create this new tangy, delicious Greek Style Kefir," said Julie Smolyansky, Lifeway Foods' President and CEO. Smolyansky also added, "We are confident that this new addition to our product line will be a great success."

Lifeway, named as Forbes' 38th best small business and Fortune Small Business' 47th Fastest Growing Small Business, is America's leading supplier of the cultured dairy product known as kefir. Kefir is a milk-based beverage that contains ten types of "friendly," active probiotic cultures. Lifeway now offers 13 different flavors of its Kefir beverage, Organic Kefir and SoyTreat (a soy based kefir). Lifeway also produces a line of products marketed in US Hispanic communities, called *La Fruta* Drinkable Yogurt (yogurt drinks distinct from kefir). In addition to its line of Kefir products, the company also produces a variety of cheese products and recently introduced a new line of pudding called "It's Pudding!"

For more information, contact Lifeway Foods Inc. at (847) 967-1010 or e-mail at info@lifeway.net and visit <http://www.lifeway.net/product/greek.php>.