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Lifeway Foods expands Kefir and Farmer cheese distribution deal in UAE

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Lifeway Foods, a leading U.S. manufacturer of kefir and fermented probiotic products, announced an expanded distribution agreement in the United Arab Emirates market. The offering of 32oz Lifeway Kefir, 8oz Lactose-Free Lifeway Kefir, ProBugs and farmer cheese, exported from the United States, is expected to begin shipping in the fourth quarter of 2024 and will become available in supermarkets and hypermarkets in Dubai and across the Emirates. Lifeway President and CEO Julie Smolyansky announced the Gulfood Manufacturing trade show in Dubai.

"We are excited to expand Lifeway's presence in the United Arab Emirates," said Lifeway President and CEO Julie Smolyansky. "As the leading kefir brand in the United States, we have the connections and capacity to scale items internationally when we see great opportunities. Our ProBugs kefir for kids and Farmer Cheese, often known internationally as TwarÃ³g, will be excellent companions on the shelf with our existing kefir items, our increased selection of core 32oz kefir and new 8oz Lactose-Free flavours. Trade is one of the best forms of diplomacy, and we look forward to doing our part as we provide probiotic Lifeway products with bioactive nutrients to consumers in more countries in the years to come."