

Lifeway Foods To Open Second Starfruit Cafe

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New location to offer some flavors of frozen kefir with toppings as well as customized kefir parfaits

Lifeway Foods said that it will open its second Starfruit Cafe. The second cafe is a kefir boutique which offers some flavors of frozen kefir with toppings as well as customized kefir parfaits, and smoothie-style kefir drinks.

The new location will open on June 11, 2009, in the Lincoln Park neighborhood of Chicago at Halsted. This location will have a larger space than the original, with additions such as a children's play area.

Along with the original Starfruit Cafe, this new location provides another sales channel for Lifeway's products. This coincides with the resurgence in the frozen yogurt category and offers an opportunity for Lifeway to promote the health benefits of its kefir products beyond grocery shelves.

The health benefits reportedly include live and active probiotic cultures that have been shown in various studies to enhance the immune system, fight fatigue, promote gastrointestinal health, aid in vitamin and mineral absorption, and ease lactose intolerance.