

**True Blue Treat or Dieter's Dream**  
*from Ellen Thornton*

Great ice cream alternative!

Pour frozen blueberries into pretty clear bowl. Pour **Strawberry Lifeway Kefir** over berries to cover. Stir slightly. TRY to wait 60 seconds before eating! As blueberries melt, kefir freezes.

A scrumptious nutritious treat without additives. Very satisfying!

Good year round, but if you enjoy it in the hot summer time you will pat your tummy, put on a huge smile, and think, *"That Miss Ellen surely did know what she was talking about!"*

**Very Berry Smoothie**

**Ingredients:**

- 1 cup plain Lifeway Kefir
- 1/2 cup blueberries
- 1/2 cup strawberries
- 1 cup ice cubes

**Preparation:** Place all ingredients into blender and blend until smooth. If it gets too thick add a tablespoon of water. Pour into a tall glass once blended.

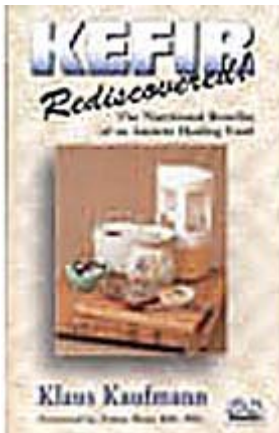
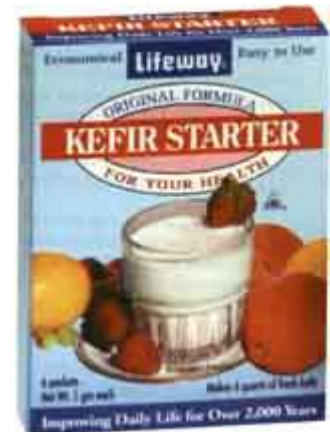
## **KEFIR STARTER**

**Now you can make ready-to-drink kefir in the convenience of your home, with Lifeway's Kefir Starter, made with active kefir cultures.**

Now you can enjoy all the health benefits of **Lifeway Kefir** at your own convenience. To enable people from around the world to benefit from kefir, Lifeway Foods has created a simple pocket-sized Kefir starter.

Lifeway Kefir Starter makes it easy to make kefir in your own home.

\$10.00/box, shipping & handling included.



It's easy to make! Simply combine your favorite milk – pasteurized or raw - with Lifeway's Kefir Starter ... in 18 hours you'll enjoy the freshest kefir possible.

You can have it plain or add fruit, or it can be used as a base for smoothies, dips or salad dressing. Or, substitute it for milk, butter, buttermilk, sour cream or cream in your favorite baking recipes for a delicious, moist alternative.

**In his book from the Rediscovered series, author Klaus Kaufmann explains the many benefits of kefir. He explores its history and the reasons why kefir is so nutritious, delicious, beneficial to health and rejuvenation. Complete with recipes for everything from kefir skin care to appetizing kefir cheeses, this book is a lively kitchen guide. You'll never go back to yogurt again! (84 pages)**

\$13.50 shipping & handling included.

To order either product (or both!) please send check (US currency only) with your return address and the number of each product desired to:

Lifeway Foods - Online Store, 6431 West Oakton St., Morton Grove, IL 60053  
(847) 967-1010 - fax (847) 967-6558

### ***How does Kefir differ from Yogurt?***

In several ways. Kefir is cultured using a greater variety of probiotic strains of beneficial microorganisms for a longer culturing period than yogurt. This results in a thinner, more drinkable consistency in kefir and allows for a greater complexity of flavor with less sourness than you'll find in yogurt. Kefir has 50-100 times more live bacteria than most commercial yogurts. Then just compare the sugar content in an 8 ounce serving of any flavored yogurt to an 8 oz serving of flavored kefir and you'll see another big difference (30-50% fewer added sugars)!

### ***Once opened, why does the bottle puff out and release a fizzy noise when the cap is removed?***

Our live bacteria produce CO<sub>2</sub> as a by-product, which causes the bottle to expand. This is a sign of active cultures and is a good thing! In Europe, they call this the "Champanski effect", because it is similar to champagne.

### ***What is FOS, and why is it added it to the kefir?***

FOS, short for fructooligosaccharides, is a wonderful natural dietary fiber derived from chicory roots. It has been clinically shown to stimulate the growth of the body's own bifidobacteria, and thus, contribute to a healthy intestinal microflora. Minimum amounts of 1 g/day are recommended. Additionally, FOS provides an excellent source of dietary fiber. It has been shown to increase the absorption of calcium and other minerals by up to 40%. From a taste point of view, it increases the body and mouthfeel of our kefir, giving it a thick, full milkshake-like texture. Yet, it adds only 2 calories per gram.

### ***Why is it important to shake the bottle before pouring?***

When you're ready to pour some kefir, it's a good idea to shake up those bacteria. The kefir pours a little more smoothly after a good shaking!

### ***How long can I keep kefir in the refrigerator before it goes bad?***

Kefir will not "go bad" in the sense of turning sour, but the bacteria count will go down significantly after about 45 days, so you should drink it within 6 or 7 weeks

### ***Do I need to keep the kefir refrigerated?***

Oh my, yes!!!! Kefir contains live probiotic bacteria. Leave the kefir on your countertop for 15 minutes and you'll probably see the bottle puff a little bit. Is this a problem? No – it's a good thing. But it means you must treat the kefir with respect and keep it refrigerated (ideally at between 33-35 degrees Fahrenheit) to maintain its delicious taste!

### ***How much kefir should I drink?***

If you drink 8 ounces per day, you will be giving your body a healthy dose of the beneficial bacteria that need to be replenished daily. For children we recommend 4-8 ounces per day. However, drinking more than this will not cause any harm.

### ***I like to make my own flavors, how can I flavor the plain kefir?***

You can mix in your favorite pureed fruits or extracts, or try mixing in a little maple syrup or succanat. For an invigorating drink, mix plain or vanilla kefir with fresh orange juice. A delicious drink can be made by blending 1 ½ cups plain kefir with a banana.