



Kefir

Kefir - which means “pleasure” or “good feeling” - is a probiotic drink that is considered a longevity, health and beauty elixir.

The populations of the Caucasian mountain slopes tell the tale of Kefir, the *Grains of the Prophet* Mohammed who offered them to the tribes. Kefir is fermented milk similar to yoghurt. It is one of the oldest cultured milk products in existence, enjoying widespread popularity in Russia and the Caucasus. The tribes believed that the ‘Grains of the Prophet’ would lose their strength if the secret recipe of Kefir was revealed. Kefir grains were regarded as part of the family’s and tribe’s wealth and they were passed on from generation to generation.

Adventurously and intriguingly kefir made its debut in Moscow in 1908. Primarily it was consumed for its medicinal value, later for its nutritional and above all pleasurable taste.

