

# LOS ANGELES BUSINESS JOURNAL

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## INNOVATION



Drink Up: Adriana Kahane's Dream Foods International Inc. is following the path set by POM Wonderful in marketing higher priced premium juices. RINGO H.W. CHIU/LAB

## Ash to Cash

An eruption of Mount Etna damaged Italy's blood oranges – making them ideal for juice-making

By ANNE RILEY-KATZ

Staff Reporter

SOMETIMES, it seems as if it would take an act of nature to make a business boom. And sometimes it does.

Adriana Kahane can thank Mount Etna for a large part of the success of her business, which is importing and distributing gourmet, organic blood orange juice.

Three years ago, an unexpectedly large eruption of the Sicilian volcano damaged a perfectly good blood orange crop being grown near the mountain. That made the crop unfit for sale as a fruit – but perfect for juice.

### Dream Foods International Inc.

**Year Founded:** 1999

**Core Business:** Importation and distribution of organic citrus juices

**Employees in 2005:** 2

**Employees in 2006:** 3

**Goal:** To push the Italian Volcano juice line further into the mass-market supermarket chains

**Driving Force:** The desire of consumers for a distinctive, upscale and healthful fruit drink

Soon after, Dream Foods International LLC began selling its imported “Italian Volcano” organic juice at Trader Joe’s, becoming a popular item at the market chain.

“The good news after the eruption was that the plant we use in Italy said, ‘Hey, now we can squeeze these into a juice for you,’” said Kahane, who had started her business importing the fruits.

Blood oranges are a variety of orange with crimson, blood-colored flesh. And while the Moro variety is grown in Southern California, the Sanguinello and Tarocco varieties grown in Italy in the volcanic soil in the valleys and hillsides next to Mount Etna are said to be sweeter and tastier.

