



Dream Foods International Introduces Italian Volcano® Line of Refrigerated Juices

Contact: Lewis Fein
Media Relations, Dream Foods International, LLC
Telephone: 310-472-0520
E-mail: pr@dreamfoods.com

Santa Monica, CA, August 15, 2007 - Dream Foods International, LLC (www.dreamfoods.com) specialized importer of Sicilian not-from-concentrate citrus varietal juices, proudly announces the debut of its refrigerated line of *Italian Volcano*® brand of organic blood orange and tangerine juices. The 100% USDA organic juices, which are available in 750ml glass bottles, will retail for \$5.79. Consumers may purchase this new line of refrigerated juices in supermarket produce departments and at select natural food specialty stores.

“Our not-from-concentrate juices are exceptionally fresh and enjoy widespread critical acclaim. In response to demand from retailers, consumers can now find the *Italian Volcano*® brand in the refrigerated section of their favorite grocers and natural food retailers. This launch is an extension of our juice lines which is known for excellent taste with an emphasis on freshness and made from single-origin organic citrus,” said Adriana Kahane, CEO and Founder of Dream Foods International, LLC. “Besides the naturally delicious taste of these juices, all of these products come in recyclable glass bottles that feature illustrations of the groves near the Mt. Etna Volcano and unforgettable scenery.”

Sicilian Excellence and Organic Flavor

The *Italian Volcano*® brand juices are bottled in an artisan factory, right near Sicily’s famed Mount Etna volcano and are made with kosher, not-from-concentrate organic juices. “Sicily’s citrus groves are world famous and are recognized by the European Union as a special growing area. The area’s rich soil, constantly nourished by the Mt. Etna Volcano, provides ideal conditions for fruit to mature. And because we put the juice in glass, it does not require any preservatives to be added,” declared Ms. Kahane.

About Dream Foods International, LLC

Dream Foods International, LLC also distributes premium shelf stable, not-from-concentrate, organic kosher glass-bottled juices, under the *Italian Volcano*® Brand. This line includes organic blood orange and tangerine juices from Sicily. They also sell the best-selling *Volcano Lemon Burst*® and *Volcano Lime Burst*® items. Consumers can buy Dream Foods International’s products at the website www.mybrandsinc.com, searching under the brand name “Volcano,” or they can register on the company’s website at www.dreamfoods.com to get recipes and help locating retailers in their area.