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Press Release

FOR IMMEDIATE RELEASE

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Volcano Lemon Burst and Volcano Lime Burst
Continue to lead the revolution in squeeze bottle sales!

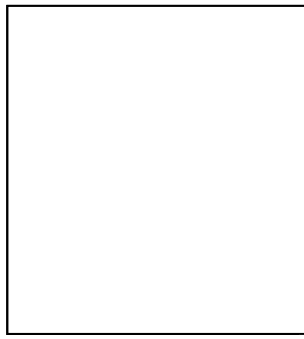
(Santa Monica, California) – 17th May 2011 – Dream Foods International, LLC, (www.dreamfoods.com), a specialist in organic citrus juices, is proud to announce that in this challenging economy, their Volcano Lemon Burst and Volcano Lime Burst have shown consistently a 30% growth in category sales when put into new retailers and now with their products available in over 50 states in the US and Canada, including Vons, Whole Foods, Fresh 'N Easy, Safeway (US & Canada) and Thrifty Foods Canada.

The product has an innovative patented cap that has put the Volcano Lemon Burst and Volcano Lime Burst ahead of the competition. “Every squeeze of the bottle includes the essential oil of the lemon or lime, which gives great fresh-squeezed taste and smell, overcoming consumers’ historically low expectations for this category,” said company founder Adriana Kahane. Volcano Lemon Burst and Volcano Lime Burst have no strong tasting preservatives added, which has hurt sales of similar products.

Made with fresh-pressed organic juice, the products also appeal to increasingly health-conscious consumers. Christine Bushway, CEO and Executive Director of the Organic Trade Association recently stated that “While total U.S. food sales grew by less than one percent in 2010, the organic food industry grew by 7.7 percent” showing how consumers are more likely to buy organic over other brands.

This product growth was also shown in a recent study released in January 2011 by Information Resource Inc which showed the 6.7 ounce size of Volcano Lemon Burst and Volcano Lime Burst as the top two fastest growing squeeze bottles with sales over \$50k in the market in over a year.

Now more than ever, retailers are using the Volcano Lemon Burst and Volcano Lime Burst two-tier counter display that holds two cases of these products. No other squeeze bottle



juice manufacturer offers this compact and easily accessible method of merchandising. Another successful option in the merchandising program has been the shipper display. In a 4 square foot floor space, retailers can hold 4 cases of the 200ml or 6 cases of the 100ml Volcano Lemon or Lime Burst®. These shippers have been a great facilitator for increasing sales and Volcano Lemon Burst and Volcano Lime Burst have demonstrated category growth in such North American chains as like Winn-Dixie, Kroger, Vons, Safeway Canada, Whole Foods, Raley's, The Fresh Market, Fresh and Easy, Thrifty Foods Canada and Save-On-Foods (Overwaitea Canada).

About Dream Foods International, LLC

Dream Foods International, LLC distributes super premium organic, kosher, not from concentrate, glass-bottled juices under the **Italian Volcano®** brand. This line includes organic blood orange, lemon and tangerine juices, lemonade and limeade from Sicily. Consumers can buy these juices, along with the bestselling **Volcano Lemon Burst®** and **Volcano Lime Burst®** squeeze bottle juices at the website www.mybrands.com searching under the brand name "Volcano," or they can search on the company's website at www.dreamfoods.com to get recipes and help locating retailers in their area. To stay informed about all of our upcoming events and latest news, the company can also be followed on Facebook at [Facebook.com/Drinkvolcano](https://www.facebook.com/Drinkvolcano).

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