



**Press Release  
FOR IMMEDIATE RELEASE**

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**Sweet Relief for those Sultry Days of Summer**

On National Lemonade Day (August 20), savor the goodness of Italian Volcano's® 100% organic Old-Fashioned Lemonade

(Santa Monica, CA) – July 25th 2011 – On a sizzling summer day, what tastes more refreshing than lemonade? The sweet, tart juice poured over ice is pure perfection in a glass—and conjures memories of picnics, family barbecues and, of course, the neighborhood lemonade stand. This summer, and especially on National Lemonade Day (August 20), reach for Italian Volcano's® 100% organic Old-Fashioned Lemonade to quench your thirst and cool body and mind. Not only is the company's Old-fashioned Lemonade all-natural and ripe with vitamin C, but, compared to the high sugar content found in most store-bought varieties, Italian Volcano's® unique lemonade recipe uses organic glucose-fructose syrup which is free of powders and chemicals to create a perfect mix of sweet and tart.

Italian Volcano®, a creation of Dream Foods International ([www.dreamfoods.com](http://www.dreamfoods.com)), puts a premium on quality. Each of the company's juices are made from organic citrus fruit grown on family orchards nestled in the foothills of Mount Etna in Sicily, Italy. The region's ultra-rich soil makes these orchards among the most fertile in the world. To ensure the freshest flavor possible, the hand-harvested fruit from Mt. Etna's orchards are juiced immediately after picking. The juice is then flash-pasteurized to evoke a "just squeezed" flavor similar to the "Spremuta," traditionally found in Italian eateries. Next, the juice is bottled in small batches in a Sicilian artisan factory before crossing the Atlantic Ocean to the United States.



The Old-Fashioned Lemonade, specifically, is inspired by drinks encountered in traditional Sicilian kiosks, where the fruit is squeezed to order. In addition to this summer staple, Dream Food's wildly popular, not-from-concentrate line includes organic, fresh-squeezed Tangerine Juice and Lemon Juice, Old-Fashioned Limeade as well as Italian Volcano® Blood Orange. Made in traditional Italian manner of *Succo di Arancia Rossa*, the award-winning juice boasts a deliciously sweet flavor along with an abundance of vitamin c and carotene—two powerful antioxidants. The entire Italian Volcano® line is exceptionally diverse with juices that not only make refreshing beverages, but wonderful additions to a range of cocktail and food recipes.



Always striving to maintain optimal level of quality, Dream Foods' founder, Adriana Kahane, travels to Sicily every year to learn as much as she can about seasonal variations and to further develop the delicious juice line. Just in time for summer, the Old-Fashioned Lemonade—along with Limeade—is the most recent addition to Italian Volcano's® tasty offerings. So reach for a European take on Old-Fashioned Lemonade this National Lemonade Day and taste the difference in Italian Volcano's® Lemonade.

### **About Dream Foods International**

Dream Foods International distributes a super premium, organic, kosher, not-from-concentrate citrus juice line that includes the award-winning Italian Volcano Blood Orange Juice, Tangerine Juice, Old-Fashioned Lemonade and Limeade as well as the best-selling Volcano Lemon and Lime Bursts. The Santa Monica –based company continues to broaden its distribution in the United States and Canada with products available in chains like Winn-Dixie, Kroger's, Vons, Whole Foods, The Fresh Market, Fresh and Easy, Safeway Canada, Thrifty Foods Canada and Save-On-Foods Canada.

For company history and information please visit [www.dreamfoods.com](http://www.dreamfoods.com). For product samples, press materials, or further information, please contact Leigh-Anne Anderson, Christie Communications ([www.christiecomm.com](http://www.christiecomm.com)) at 805.969.3744 or [landerson@christiecomm.com](mailto:landerson@christiecomm.com).