



**"Dream Foods Italian Volcano Juices -
Naturally Erupting with Intense, Fresh Flavor".**

**Press Release
FOR IMMEDIATE RELEASE**

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Creator of Italian Volcano® juices witnesses multiple eruptions from Mount Etna Volcano in Sicily, Italy

(Santa Monica, CA) – August 30th, 2011. Mount Etna, the largest continental volcano in the world and one of the few that are continually active, erupted on Saturday, August 20. Located on the Italian island of Sicily, Mount Etna had been calm for six months until July 2011 when it began exploding with lava fountains as high as 500 meters¹.

Like most places in the world where volcanoes are located, Mount Etna provides the farming community of Sicily a rich soil perfect for growing world-class citrus fruit. Nestled on the slopes of Mount Etna are the family orchards of Adriana Kahane, founder of Dream Foods International's (www.dreamfoods.com). These citrus groves have been passed down through many generations in her extended Sicilian family, and have been around (as with the volcano) for as long as any can remember! Kahane also witnessed night time eruptions on July 7th and July 20th, which she photographed when the glowing lava was visible at a distance of approximately 10 miles, at her farm. Twice this summer, the black sand-like ash covered the village where she lives in Sicily.



As with all volcanoes, when Mount Etna erupts a large amount of ash is thrown into the environment and it is this layer which contains useful minerals that fall to the ground and benefit the surrounding agricultural lands.

View of Mount Etna Erupting from Adriana Kahane's family orchards.

Every year Adriana travels to Sicily for two months to oversee business operations, work with the community, and expand her knowledge of local organic farming processes and the effects that the active volcano has on her family orchards. "The volcano has been more active than normal", explains Kahane. "This is very good news for our nutrient-rich juices and we are very thankful for this as it means more soil nourishment for the orchards."

Etna's region is one of the most prosperous and densely populated parts of Sicily. This is a result of the large measure of ample water supply from porous lavas and the fertile volcanic soils. Mount Etna's volcanic ash creates well-drained, mineral-rich soil which enhances the quality of the citrus fruits used in Dream Foods International's premium Italian Volcano® Juices. It is also these eruptions that are they are largely responsible for the original creation of the juices as well.



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Dream Foods journey started back in 1998 when Kahane completed a feasibility study around importing Blood Oranges during an MBA program at the University of Southern California. This study was based on a chance meeting of an Italian (who would later become her husband) and together, they began importing Blood Oranges from his family's citrus farm in Sicily, near the Mount Etna Volcano.

In 2003 when Mount Etna erupted beyond its normal activity and destroyed much of the skin on the local citrus, leaving only the fruit inside salvageable, it sparked Adriana to begin juicing the fruit. From the ashes of the volcano, she created the award-winning premium citrus line we now know as Italian Volcano®!

Kahane explains that the noise created from the multiple eruptions from Mount Etna can be anything from a slight roar to the full on sounds of far-away fireworks or thunder and she describes the Mount Etna eruptions as "visually spectacular". As beautiful as the explosions are to look at, however, there is no doubt that one of the most amazing results that this powerful volcano creates is the organic, mineral-rich soil created from the ash that falls. It is this ash that plays a major part in making the fruit used in Italian Volcano's® citrus juices flavorful, colorful and rich in both nutrients and antioxidants.



Mount Etna at night, photographs courtesy of Adriana Kahane

Erupting in flavor from its source in Sicily, Italy to dinner tables across the US, Dream Foods' Italian Volcano® organic citrus juices bring a naturally healthy and delicious tasting drink bursting with fresh flavor.

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

ⁱ (<http://www.telegraph.co.uk/news/worldnews/europe/italy/8673686/Sicilys-Mount-Etna-erupts.html>)