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**Dream Foods International Introduces its New Organic  
*Italian Volcano® Lemonade and Italian Volcano® Limeade***

Santa Monica, CA, November 30, 2009 -- Dream Foods International, LLC ([www.dreamfoods.com](http://www.dreamfoods.com)), a specialist in not-from-concentrate organic citrus varietal juices, proudly announces the launch of its organic old-fashioned premium *Italian Volcano® Lemonade* and *Limeade*.

The 25.3 ounce glass bottles with retro, old fashioned labels will grab consumers' attention. Business Development Manager, David Dalessandro said, "Not only does the *Italian Volcano® Lemonade* and *Italian Volcano® Limeade* have eye-catching packaging, they give the consumer a great refreshing taste. The simple organic ingredients make the taste authentic and remind consumers of premium old fashioned style lemonade and limeade." From Roman times to the present, people have been taking advantage of the health benefits of lemons and limes for several reasons such as vitamin C, skin care and digestion. "We think it's appropriate that these organic drinks follow in the Italian tradition of using citrus for refreshment," added Dalessandro.

During these challenging economic times, which are especially so for small businesses, Dream Foods is responding to the demands of the organic food market by offering its new *Italian Volcano® Lemonade* and *Limeade*. Founder and President of Dream Foods International, Adriana Kahane declared, "According to the Organic Trade Association, (OTA), U.S. sales of organic products, both food and non-food, reached \$24.6 billion by the end of 2008, growing an impressive 17.1 percent over 2007 sales despite tough economic times. We have not seen sales slow in 2009. Since the organic market is growing, we need to be offering products to meet that demand. We're very excited about offering an organic version of two very traditional products like lemonade and limeade." The new items will have a suggested retail of \$5.29.



**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, tangerine and lemon juices from Sicily, along with the bestselling *Volcano Lemon Burst®* and *Volcano Lime Burst®* squeeze bottle juices. Consumers can buy Dream Foods

International's products at the website [www.mybrands.com](http://www.mybrands.com) by searching under the brand name Volcano, or they can register on the company's website at [www.dreamfoods.com](http://www.dreamfoods.com) to get recipes and to find retailers in their area.

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