



**Italian Volcano® Blood Orange Juice:
2008 sofi™ Silver Outstanding Cold Beverage Finalist, on Display at Fancy Food Show**

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Santa Monica, CA, June 16, 2008 -- Dream Foods International, LLC (www.dreamfoods.com), a specialized importer of Sicilian not-from-concentrate citrus varietal juices, proudly announces the display of its *Italian Volcano®* Blood Orange Juice as a 2008 sofi™ Silver Outstanding Cold Beverage Finalist, to be featured in the New Products section of the Fancy Food Show at the Jacob Javits Convention Center, from June 29 to July 1. Convention attendees may sample this 100% USDA organic juice at Booth 1574. The juice is available in 750ml glass bottles and has a suggested retail of \$5.99. Consumers may purchase this product in supermarket produce departments and at select natural food specialty stores.

"The sofi™ awards highlight products of exceptional quality and craftsmanship, which attendees at the Fancy Food Show can view in a clearly designated area. We consider this special recognition for our Italian Volcano® organic blood orange juice to be another sign of the widespread commercial and critical acclaim our products increasingly receive," said Adriana Kahane, CEO and Founder of Dream Foods International, LLC. "Attendees who sample all of our organic juices will enjoy our emphasis on freshness and single-origin citrus, in addition to the recyclable glass bottles. Retailers also appreciate how great the bottles look on display with the labels that feature illustrations of the groves near the Mt. Etna Volcano, which is the source for these products."

Sicilian Excellence and Organic Quality

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 Operations Manager, Jason Miller.

About Dream Foods International, LLC

Dream Foods International, LLC distributes premium shelf stable not-from-concentrate, organic kosher glass-bottled juices, under the *Italian Volcano®* Brand. This line includes organic blood orange, tangerine and lemon juices from Sicily. They also sell the best tasting *Volcano Lemon Burst®* and *Volcano Lime Burst®* squeeze bottle consumers can buy Dream Foods International's products at the website www.mybrands.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.

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