



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

**Press Release**  
**FOR IMMEDIATE RELEASE**

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**Thanks to Retailer Demand for Healthier Items**  
**Dream Foods International Reports Record Unit Sales of Organic Juice Lines:**  
**Italian Volcano®, and Volcano Lemon and Lime Bursts®**

**Santa Monica, California** – September 22, 2011— Privately-held Dream Foods International ([www.dreamfoods.com](http://www.dreamfoods.com)), makers of the award-winning organic beverage line Italian Volcano®, and Volcano Lemon and Lime Bursts®, is on track to report record unit volume sales for the third quarter ended September 30, 2011 from both its beverage line and its unique not-from-concentrate lemon and lime juice squeeze bottles.

Founder and President Adriana Kahane, stated, "This year's growth can be attributed to a number of factors including our great success in expanding our distribution. Most recently, we added Florida locations of a major club chain, where the response to buying organic mirrors the demand at both specialty retail stores and supermarkets. We believe consumers' focus on healthier organic items are pushing retailers to demand organics. Our great tasting organic juices benefit from this demand." Per the Nutrition Business Journal's recent study, "Sales results further the argument that the real action in nutrition these days lies in food, specifically natural & organic food. With annual sales up 8.3% to \$39 billion, natural & organic posted the best performance of the four nutrition categories."

"We think that awareness has increased greatly for the benefits of organic citrus juice. the flavor and nutritional benefits of flash-pasteurization not only evokes a 'just squeezed' flavor similar to the *spremuta* juicing traditions practiced in Italian eateries, but helps to preserve nutrients," said Kahane. "Lastly, our glass bottles mean BPA-free juice. Our customers are increasingly aware of all the important choices they have to make to ensure they are getting flavorful and nutritious food and beverages. The increased awareness of these issues by consumers as well as the wholesale buyers will only serve to benefit our growth going forward."

Italian Volcano® juices and Volcano Lemon and Lime Bursts® are sold in the U.S. in Winn-Dixie, Kroger, Vons, Whole Foods, The Fresh Market and Fresh & Easy; and in Canada, in Safeway, Thrifty Foods and Save-On-Foods, among other locations.



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### **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®. 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).