



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

**Press Release
FOR IMMEDIATE RELEASE**

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**Dream Foods Growth Mirrors the Trend toward Sustainability and Organic Lifestyles while
Producing Profit**

(Santa Monica, CA) – August 22nd, 2011. Mounting research suggests 2011 will be a historic year for green food and beverage manufacturers. A brand-new Thomson Reuters-NPR Health Poll reveals that 58% of Americans choose organic over conventional food when given the opportunity¹, and research from the Organic Trade Association reports that U.S. sales of organic foods and beverages rose from \$1 billion in 1990 to 26.7 billion in 2010.

The year has already proven hugely successful for Dream Foods International (www.dreamfoods.com), creator of the award-winning organic beverage line Italian Volcano®. The Santa Monica–based company, whose earth-conscious business philosophy reflects the global trend toward wholesome, organic lifestyles, is enjoying a rapid increase in sales, while positing itself among the leaders in the organic beverage industry. Dream Foods' founder and CEO, Adriana Kahane, says she looks forward to a record-setting 2011 and for her company to serve as an example of success when it comes to promoting sustainable agriculture, nationally and internationally.

"Because our fruit is grown at the base of Italy's Mount Etna volcano in Sicily, where it benefits from the nutrient-rich, organic soil, Dream Foods' sustainability story comes naturally," says Kahane, who has 10 years of hands-on experience in organic agriculture, organic food production, processing, marketing and retailing. "Of course, there's always more that can be done," she adds. "At Dream Foods, we are continuously developing new strategies to meet our sustainability objectives."

Every summer, Kahane travels to Sicily to expand her knowledge about organic farming processes and to learn more about local seasonal fruits to incorporate into the Italian Volcano® juice line. "Given my own Sicilian heritage, and the fact that the demand for green products is still in its infancy on the island, it's important for Dream Foods to support the development of organic farming there," Kahane says.

Each of company's juice varieties is made from organic citrus fruit grown on family orchards that hold some of the world's most fertile soil in the world. To ensure the freshest flavor possible, the hand-harvested fruit is juiced immediately after picking. The juice is then flash-pasteurized to evoke a "just squeezed" flavor similar to the *spremuta* juicing traditions practiced in Italian eateries. Next,



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the juice is bottled in small batches in Sicilian artisan factories before crossing the Atlantic Ocean to the United States. The entire organic Italian Volcano® line is exceptionally diverse with juices that not only make revitalizing beverages, but wonderful additions to a range of cocktail and food recipes.

As Dream Foods' product line keeps expanding—along with the immense popularity of organic food and beverage industry—Kahane foresees that her business will grow with nearly 35% increase in 2011 which is up from 25% in 2010. It's a year for the record books, indeed.

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. 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 www.prnewswire.com/news-releases/thomson-reuters-npr-health-poll-finds-more-than-half-of-americans-prefer-organic-foods-over-conventional-125884728.html