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**From Carbendazim to Food Fraud,
Italian Volcano® Juices and Volcano Lemon & Lime Burst®
Are Unaffected by the Pesticide Scare and National Drop in Orange Juice Sales**

Santa Monica, May 8, 2012 – Dream Foods International, LLC, (www.dreamfoods.com), a specialist in organic citrus juices from Sicily, Italy, announced that none of their products are affected by the recent carbendazim scare in Brazilian fruit juice, like other US companies have experienced. When carbendazim is used, fungal disease is controlled in fruit which is not aesthetically as good, but does not affect the taste of the fruit. According to farmonline.com.au, US authorities suspect the use of the fungicide carbendazim may cause liver tumors in animals. After the largest US beverage manufacturers confirmed presence of carbendazim, this sparked the authorities to test the entire US orange juice supply and specifically imported citrus juices, including some of Dream Foods products, which were found to be safe.



Owner and Founder of Dream Foods International, Adriana Kahane, states, “When I hear of the scares about using pesticides and harsh chemicals in food, it reinforces why there is growth in sales of organic foods. Consumers are more aware of what is in their food than ever before and today’s 24/7 news media brings much more information to the forefront where in years past there was no mention of consumers’ scrutiny of food labels. We are proud that our products are healthy and not made with fruit that has been treated with pesticides.” Sales of orange juice in the US are experiencing a double-digit decline in sales and a 6% increase in retail prices due to the fungicide scare as reported by theledger.com. However, Dream Foods has experienced a 12% increase in sales of Italian Volcano® Blood Orange Juice for the first four months of this year over last year.

As if pesticides are not enough to be concerned about in food industry, there is new research in the Journal of Food Science showing that food ingredients are being misrepresented for economic gain. The top seven adulterated ingredients in the database include orange juice. Dream Foods products, having certified USDA Organic and OU Kosher certified products, hold up under such scrutiny as they are held to the strict standards for organic and kosher juices. Sales and Business Development Manager, David Dalessandro, says, “Our products are simple and great tasting. The Italian Volcano® Blood Orange, Tangerine and Lemon Juices just have 100% juice in the bottle. There is no room for fillers or adulteration!” From the beginning, Dream Foods has focused on the organic and natural market. The company’s entire product line of Italian Volcano® Juices, Lemonade and Limeade has nothing but organic and natural ingredients that are simply great-tasting.

About Dream Foods International, LLC

Dream Foods International, LLC distributes a super-premium, organic, kosher, not from concentrate citrus juice line that includes the award-winning *Italian Volcano® Blood Orange Juice, Tangerine Juice, Lemon Juice, Old-Fashioned Lemonade and Limeade* as well as the best-selling *Volcano Lemon and Lime Burst®*. The Santa Monica-based company continues to broaden its distribution in the United States and Canada with product available in chains like Winn-Dixie, Kroger’s, Vons, Whole Foods, The Fresh Market, Fresh and Easy, Safeway Canada, Thrifty Foods Canada and Costco. Consumers can buy Dream Foods International’s products at the website www.mybrands.com by searching under the brand name “Volcano” and on the website www.greenpolkadotbox.com by searching under “Volcano.” They can search on the company’s website at www.dreamfoods.com to get recipes and help locating retailers in their area. To stay informed about all upcoming events and latest news, the company can be followed on Facebook at www.facebook.com/drinkvolcano

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