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**Dream Foods International, LLC
Reports Significant Growth in Sales
With the Italian Volcano and Volcano Burst Brands
Continues to Launch New Products to Meet Consumer Needs**

Santa Monica, February 26, 2013 – Dream Foods International, LLC, (www.dreamfoods.com), a specialist in organic juices from Sicily continues to grow in sales and is even beating the great growth of organic food sales trends, despite economic concerns. According to Organic Trade Association's (OTA's) 2012 Organic Industry Survey, the U.S. organic industry grew by 9.5 percent overall in 2011 to reach \$31.5 billion in sales, which is compiled from the organic food and beverage sector being valued at \$29.22 billion and the organic non-food sector at \$2.2 billion (<http://bit.ly/K35bnu>). Dream Foods has doubled its sales of their 1 liter size Italian Volcano® Lemon Juice from 2010 to 2012. Dream Foods total sales experienced a 23% growth in sales from 2011 to 2012, more than twice the rate of the growth in the overall organic market. The company has continued to show that organic products can offer great value. President and Founder, Adriana Kahane states "The sales of our 1 liter bottle of lemon juice serves as a perfect example to dispel the myth that organic foods are not competitively priced. With about 40 lemons to every bottle of lemon juice, the consumer pays approximately \$.18 to \$.19 per organic lemon, whereas they would pay as much as \$.99 each if they bought them at the store. That is a great deal for the consumer."

Dream Foods believes its growth is based on providing consumers with great tasting healthy alternatives as consumers try to steer away from junk food. "More than ever, consumers are searching for alternatives to sugar-based beverages such as sodas and powder lemonade and limeade drinks for their families," states Sales and Business Development Manager, David Dalessandro.

Apart from the industry growth in sales of organic food and beverage products, Dream Foods is adding to their growth by continuing to launch new products to meet the needs of the organic beverage consumer. The new size half-liter organic Italian Volcano® Lemon Juice and new organic Italian Volcano® Lime Juice have been received with overwhelming demand and they are expected to be continued great sellers. Dream Foods also expects to launch more new organic juice products in 2013.

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 & Lime Burst®*. The Santa Monica-based company continues to broaden its distribution in the United States and Canada with product available in chains like Costco, Winn-Dixie, Kroger's, Vons, Whole Foods, The Fresh Market, Fresh and Easy, Safeway Canada, and Thrifty Foods Canada. 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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