



Contact: John Stachela
310-315-5739 x 1012
pr@dreamfoods.com

Dream Foods International, LLC acquires Casa Mexicana brand from Hispanic Specialty Brands, LLC

SANTA MONICA, September 17, 2014— Dream Foods International, LLC, (<http://www.dreamfoods.com>), a specialist in organic juices and natural ethnic foods, is pleased to announce that it has acquired the Casa Mexicana brand from Hispanic Specialty Brands, LLC to join the other natural and specialty brands owned by Dream Foods International, LLC.



Authentic Mexican Made Easy

"The Casa Mexicana brand is a great addition to our portfolio" said Adriana Kahane, founder of Dream Foods International, LLC. "It expands our presence to the dry grocery category and allows us to service the fast growing Hispanic food trends in the market."

"As a leader in the natural channel, Dream Foods is a great strategic partner for Casa

Mexicana" said Roni Goldberg, founder of Hispanic Specialty Brands, LLC (Casa Mexicana). "Our strong position in the all-natural Hispanic market makes Casa Mexicana an excellent addition to the Dream Foods portfolio of gourmet products. Casa Mexicana will benefit greatly by their distribution, resources and management team."

Dream Foods is currently thriving on the success of its award-winning organic citrus juices. The company batch produces its hand-harvested organic juices near the Mt. Etna Volcano in Sicily and distributes them across the United States, Canada, and Mexico. The juices are packaged and sold under the brand Italian Volcano® which includes Blood Orange, Tangerine, Lemon, Lime, and Old-Fashioned Lemonade and Limeade. The company also has the best-selling Volcano Lemon and Lime Burst®, as well as the new companion Volcano Grenadine Burst®. Kahane stated "I'm thrilled about the huge potential of introducing new Casa Mexicana items like guacamole and salsa mixes in the produce departments where we thrive."

The Casa Mexicana brand has exceeded growth expectations by generating sales above category average with its all-natural and *authentic Mexican made easy* products. The convenient Casa Mexicana lines of taco seasoning mixes, boxed rice and dry soups are easy to prepare and made from authentic recipes of Mexico with mouth-watering flavors and aromas. Unlike any other seasoning mixes on the market, Casa Mexicana makes it easy for anyone to get the robust, true flavors of Mexico without the guesswork of mixing spices and the labor of all-day cooking. With planned expansion into the growing market of all-natural food products, the synergies with the company's existing brands will make a stronger and better operation for existing and future business partners.

Dream Foods International, LLC, will continue to focus on healthy and delicious gourmet food products that you can dream about.

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®, and Volcano Grenadine Burst®. The Santa Monica-based company continues to broaden its distribution in the United States, Canada and Mexico with product available in chains like Winn-Dixie, Kroger, Whole Foods, The Fresh Market, Safeway Canada, Thrifty Foods Canada and Costco. Consumers can buy Dream Foods International's products at the website <http://www.mybrands.com> by searching under the brand name "Volcano" and on the website <http://www.greenpolkadotbox.com> by searching under "Italian Volcano" and "Volcano." They can search on the company's website at <http://www.dreamfoods.com> to get recipes and help locating retailers in their area. To stay informed about all of our upcoming events and latest news, the company can be followed on Facebook at <http://www.facebook.com/drinkvolcano>

About the Casa Mexicana brand

Casa Mexicana is on a mission to bring the wonderfully rich and diverse cuisine of Mexico to the kitchen tables of America. Featuring all-natural ingredients, no additives and no MSG, Casa Mexicana delivers the best Mexican food experience, quickly and conveniently. The company specializes in creating unique authentic spice combinations that evoke the smells and flavors of traditional Mexican cooking. The product is available in chains like Whole Foods, Costco, Meijer, Albertsons, Wegman's, Giant of Landover, Stop & Shop, Gelson's, etc. The products can also be found in Amazon.com. More information is available at <http://www.casamexicanafoods.com>

Dream Foods International, LLC • 1223 Wilshire Blvd. #355. Santa Monica, CA 90403
1-877-9VOLCANO • <http://www.dreamfoods.com>