



Contact: Harry Merzian
310-315-5739 x1005
pr@dreamfoods.com

Italian Volcano® Juice Line Shows off new look at Natural Products Expo West March 9th – 11th, Anaheim, CA 2012!

Santa Monica, March 2, 2012 – Dream Foods International, LLC, (www.dreamfoods.com), a specialist in organic citrus juices, is showcasing their new logo on the English and Canadian labels for the Italian Volcano® Juice line at the Natural Products Expo West show (booth #2927) in Anaheim, CA. “Expo West is a great venue to launch the new logo and labels,” said President and Owner, Adriana Kahane, “This show in particular always draws a large amount of our core customers so it is a great way to get the news out quickly.”



Dream Foods is excited about their new look and its further expansion into Canada. “The new logo shows juice drops exploding around the words ‘Italian Volcano,’ which helps the consumer understand the origins of our juice near the Mt. Etna Volcano in Sicily,” North American Sales Manager, Michelle Hankins said. “We have also done a lot of work to get our products on the shelves in Canada. The logo’s new look is a wonderful aesthetic change that fits the theme of the entire label. I feel confident that our simple yet great looking labels will continue to catch the eye of all of our North American consumers,” Hankins continued.

“Despite these challenging economic times, Dream Foods is still experiencing growth in sales. In particular, the Italian Volcano® Lemon Juice, an organic and not from concentrate juice, is an incredible value with 40 Sicilian lemons in every bottle. With a MSRP of \$7.59, the Italian Volcano® Lemon Juice is a great value in any market,” Kahane added.

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, 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 “Italian Volcano” and “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 of our upcoming events and latest news, the company can be followed on Facebook at www.dreamfoods.com/drinkvolcano

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ITALIAN VOLCANO®

JUICES FROM THE MT. ETNA VOLCANO IN SICILY

- FRESH-SQUEEZED TASTE
- USDA ORGANIC
- HIGH IN VITAMIN C
- NOT FROM CONCENTRATE
- KOSHER (U)
- NO PRESERVATIVES
- 100% JUICE
- CANADIAN COMPLIANT LABELS AVAILABLE



BLOOD ORANGE
TANGERINE
LEMON



**NATURALLY ERUPTING
WITH GREAT FLAVOR!**

ITALIAN VOLCANO®

- FRESH-SQUEEZED TASTE
- NOT FROM CONCENTRATE
- NO PRESERVATIVES
- MADE IN ITALY
- (U) KOSHER

**BOTTLED AT THE
MT. ETNA VOLCANO
IN SICILY!**



**NOT TOO SWEET,
NOT TOO TART**

OLD FASHIONED PREMIUM LEMONADE & LIMEADE

USC

Trojan Family Magazine

ALUMNI PROFILE

Squeeze Play

A chance meeting with an Italian man who would later become her husband as well as memories of her mother's vivid dreams about oranges led **Adriana Kahane '94, MBA '98** to undertake an unusual study while at the USC Marshall School of Business. That feasibility study inspired Kahane, following graduation, to found Dream Foods International, a business that imported blood oranges from Sicily. It evolved into a successful organic juice company.

Class of '94



"Being from California, I figured, 'We have oranges - why would we import?'" Kahane says, recalling the project from professor Bill Crookston's feasibility analysis class. "But then I remembered my family's trips to Italy and my mother telling me about how she liked blood oranges so much that she used to have intense dreams about the juice." Dream Foods' juice line, found in specialty retailers such as Trader Joe's and Whole Foods, includes shelf-stable bottled tangerine and blood orange juices along with squeeze-bottle lemon and lime juices. Kahane continues to import the fruit from Sicily, where it is grown in the rich earth near Mount Etna, an active volcano that has taken its place on the company's labels and logo. The volcano also had a hand in shaping the company's destiny in 2003, after repeated eruptions damaged the skin of the region's blood orange crop. "There was no choice but to squeeze them into juice, but it was a perfect choice because I had long wanted to expand the business into something that could be sustained year-round," Kahane recalls. Such practicality and determination were hallmarks of Kahane's tenure at USC, Crookston says. "Adriana was a driven student who opened locked doors," Crookston says. "She did very well, so well, in fact, that we use her feasibility study for volcano oranges in our classes as a case example of a well-done study. All faculty call on her to tell her story about her journey as an exemplar for their journeys." Kahane cites Crookston's positive energy and USC Marshall professor Gene Miller's devil's-advocate nudges as key elements toward sustaining her postgraduate success. She remains in touch with many of her instructors as well as with fellow graduates of USC Marshall's entrepreneurial studies program, including Marco Giannini '97, MBA '03 (founder of premium pet food company Dogswell) and Alton Johnson MBA '04 of Bossa Nova Beverage Group.

"That program is so focused on experiential learning, so it's not just theory, but how things can be applied," Kahane says. "If you go through that program, you should be ready to run a business. You're given the tools. After that, it's really up to you to make it happen." To make it happen, Kahane moved to Italy after graduation and soon married Pino Modica, the Sicilian who had helped convince Kahane to do that initial feasibility study on importing blood oranges. Modica's family owned blood orange farms, and their fruit was among the first shipment of oranges Kahane imported to Los Angeles 10 years ago. These days, Kahane, Modica and their 8-year-old daughter spend their summers in Italy, still running the business, but also enjoying the slower pace and time with extended family. "Being an entrepreneur allows you to control your schedule, but most people end up working like crazy and not taking advantage of how I want to have control of your time," Kahane says. "Being in Italy is a constant reminder of how I want to have not just success in my business, but success in my life." Kahane is developing single-serve bottles of oranges Kahane imported to Los Angeles 10 years ago. But don't look for the slower pace and time with extended family. "Being an entrepreneur allows you to control your schedule, but most people end up working like crazy and not taking advantage of how I want to have control of your time," Kahane says. "Being in Italy is a constant reminder of how I want to have not just success in my business, but success in my life." Kahane is developing single-serve bottles of oranges Kahane imported to Los Angeles 10 years ago. But don't look for the slower pace and time with extended family. "Being an entrepreneur allows you to control your schedule, but most people end up working like crazy and not taking advantage of how I want to have control of your time," Kahane says. "Being in Italy is a constant reminder of how I want to have not just success in my business, but success in my life." Kahane is developing single-serve bottles of oranges Kahane imported to Los Angeles 10 years ago.

"I don't think it was pure coincidence that when we launched our juice line, the two juices were cardinal and gold in color," Kahane says. "I consider it my subliminal tip of the hat to USC."

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The Wise men ence

» trailed national
discipline. No longer.

— Glenn Whipp



DREAM FOODS INTERNATIONAL, LLC

Company History

Dream Foods International specializes in organic *varietal citrus* juices, which are bottled near the Mt. Etna volcano in Sicily where we work with local growers and artisan factories to batch produce our juices for distribution across the USA. All of our products are organic, kosher and made with not-from-concentrate juices. We have intimate knowledge of Sicilian Citrus – from the farm to the supermarket. We spend time every year at Sicilian citrus farms to better understand seasonal variations as well as the environmental affects that the active Mt. Etna Volcano has on citrus.

The company was founded in 1998 and began by importing fresh blood oranges (*Volcano®* Oranges) into the United States. In response to volcanic activity at Mt. Etna, and because large amounts of oranges were being sent to processors, the company introduced an organic blood orange juice called *Italian Volcano® Orange Juice*. Made in the traditional manner of “*Succo di Arancia Rossa*,” this organic product immediately found national distribution, primarily at gourmet, specialty and natural foods stores. This was followed by tangerine and lemon juice.

All of the citrus fruits used to make our juices are harvested by hand and processed immediately. The company also introduced the first organic version of the widely recognized lemon and lime squeeze bottles under the brand *Volcano Lemon Burst®* and *Volcano Lime Burst®*. This product line has received national recognition because of the high quality of the flavor resulting from the innovative inclusion of essential oils (zest) in the product cap.

Dream Foods International is a woman owned and managed company. The company is a member of the NASFT, Produce Marketing Association, Organic Trade Association, The Southeast and Northeast Produce Councils, The Fresh Produce & Floral Council and co-founded the Los Angeles Fine Food Entrepreneur Group. The company’s products have received recognition in SELF Magazine, The New York Times, Boston Herald, La Cucina Italiana, Beverage World, Today’s Grocer, the Jewish Press and other publications as well as on national radio shows.

Dream Foods International, LLC
1223 Wilshire Blvd. #355
Santa Monica, CA 90403
1-877-9VOLCANO
pr@dreamfoods.com
www.dreamfoods.com

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WITH CLAMS & HO
COOK IN PARCHM

EXCITING
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PES
XCELLENT
FOR EGGS

VOLCANO JUICE



ETNA'S REVENGE

Makes 1 drink

- ¾ ounce Italian Volcano blood orange juice
- ¾ ounce Cruzan Black Strap rum
- ¾ ounce light rum
- ¾ ounce simple syrup (see note)
- 1 (1-inch) strip orange zest
- Orange bitters

Fill a cocktail shaker with ice and add juice, Cruzan rum, light rum and simple syrup. Shake vigorously until well chilled, about 10 seconds. Squeeze orange zest into a champagne coupe (be sure to get zest oils into glass), rub on rim of glass and discard. Add 1 dash orange bitters to glass. Strain cocktail into glass.

Note: To make simple syrup, dissolve 1 cup sugar in 1 cup water over low heat. Let cool.

A LUSCIOUS NEW
SPIN ON PASTA ALLA
CARBONARA P.24

Fruit grown near Sicily's Mt. Etna gets an extra helping of antioxidants from the volcanic soil and ocean breezes, so when Italian Volcano's organic citrus juices came our way, we immediately imagined them as robust cocktail mixers. The line includes blood orange, tangerine, lemon and lime flavors, and



OUR
FAVORITE
ITALIAN
BUTTER



we enlisted our friend, Heather Leitner, bartender at Brooklyn, New York's Quarter Bar, to pick one and invent a cocktail. Her creation, Etna's Revenge (above), landed with a bang. Italian Volcano, \$2-\$7, dreamfoods.com.

ITALY'S NEW
EMAKERS ARE
G THE TRENDS