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FOR IMMEDIATE RELEASE

## **Italian Volcano® Lemon Juice** **Health Study Suggests Lemon Juice as an Alternative to Salt**

SANTA MONICA – April 19, 2013 – Dream Foods International, LLC ([www.dreamfoods.com](http://www.dreamfoods.com)), a specialist in organic citrus juices from Sicily, Italy, invites consumers to substitute salt with Italian Volcano® Lemon Juice to add healthy flavor to meals.



New research out of the Harvard School of Public Health links salt to 1 in 10 deaths in the US. Dr. Richard Besser, the study's lead researcher, concludes, "Most Americans consume more than twice the amount of salt than what's recommended. Next time you reach for the salt shaker, try a little lemon juice, pepper, and herbs that will give you the flavor without the salt." Dream Foods Marketing Coordinator John Stachela said, "We have tons of recipes on our website [www.dreamfoods.com](http://www.dreamfoods.com) that use organic lemon juice for flavor instead of salt. The same is also true for lime juice."

Using lemon juice in teas, drinks, dressings, and on poultry not only serves as a healthy alternative to salt, but also takes advantage of lemons' natural healing power. Some people believe that among its many medicinal uses, organic lemon juice also leaves skin looking rejuvenated, and when used topically it can heal minor skin irritations before they turn into infections.

Dream Foods has doubled its sales of the 1 liter size Italian Volcano® Lemon Juice from 2010 to 2012, and is grabbing a wider target market with the new-size, 500ml Italian Volcano® Lemon Juice in a glass bottle. The consumer pays approximately \$.18 to \$.19 per organic lemon in a bottle of Italian Volcano® Lemon Juice, whereas they would pay as much as \$.99 each if they bought them at the store. That is a great value!

### **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](http://www.mybrands.com) by searching under the brand name "Volcano" and on the website [www.greenpolkadotbox.com](http://www.greenpolkadotbox.com) by searching under "Volcano." They can search on the company's website at [www.dreamfoods.com](http://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](http://www.facebook.com/drinkvolcano)

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