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FOR IMMEDIATE RELEASE

Italian Volcano® Lime Juice Brings Superior Value to Organic Consumers

SANTA MONICA – May 3, 2013 – Dream Foods International, LLC (www.dreamfoods.com), a specialist in organic citrus juices from Sicily, Italy, brings a superior value to consumers with the newly launched Italian Volcano® Lime Juice in a 500ml glass bottle. Italian Volcano® Lime Juice is 100% pure organic, kosher juice, without any preservatives, like all the juices in the Italian Volcano® line. Italian Volcano® Lime Juice has a SRP of \$4.79 each. At \$0.28 per ounce of juice in a bottle of Italian Volcano® Lime Juice, it would cost as much as \$11.38 on average to purchase and squeeze the same amount of organic limes. The consumer saves approximately 58% per bottle compared to the price of buying organic limes!

A recent study indicates that Mexican lime prices are up to 174% from last year. In a single week, the retail price of Mexican limes increased 14.26 percent, an accumulated 77.8 percent increase in the month, according to data from the Ministry of Economy. Sergio Ramirez, national representative of the Mexican Lemon Product System indicated that losses due to citrus-disease (HLB) or yellow dragon are expected to last the next five years. “There are studies that say the citrus industry is working at 50 percent,” he said. Therefore, the value of the Italian Volcano brand lime juice is only expected to increase.

Sales and Business Development Manager David Dalessandro stated, “Italian Volcano® Lime Juice has been received with overwhelming demand.” He added, “It appeals to the growing number of organic-conscious consumers who use it for cocktails, marinades, sauces and desserts. These consumers do not want to be sprinkling their food with juice made from fruit that has been exposed to pesticides. It’s truly a great new product that dispels the myth about organic prices not being competitive in the marketplace. The organic limes in our juice are hand-harvested and juiced immediately in the countries of origin. They are then bottled in an artisan factory well known for citrus near the Mt. Etna Volcano in Italy.”



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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