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Manufacturers and Restaurants Unexpectedly Choosing Branded Italian Volcano® Organic Lemon Juice As an Ingredient in Healthy and Great Tasting Food Products

SANTA MONICA, CA – July 10, 2013 – Dream Foods International, LLC (www.dreamfoods.com), a specialist in branded organic citrus juices from Sicily, Italy, is experiencing higher than expected sales of its organic Italian Volcano® Lemon Juice brought on by unexpected demand from manufacturers and restaurants across the United States.

When company the Founder and President, Adriana Kahane, launched the Italian Volcano® brand 10 years ago, she expected the super-premium juices to be sold in high end supermarkets and natural foods stores. She has been pleased to see the expansion of the brand, which has old-world inspired labeling and high end glass bottles, expand into mainstream supermarkets and club stores. She did not expect to be selling to manufacturers. The company expected significant retail growth this year following many years of double digit sales growth, but has also seen demand grow from manufacturers and restaurants that use lemon juice as an ingredient in their products. Sales at the company's three warehouses in New Jersey, California and Florida have all been affected.

Sales and Business Development Manager David Dalessandro explained why manufacturers and food service providers seek the Italian Volcano® brand organic lemon juice as an alternative to conventional juice, which always contains unwanted preservatives that affect the flavor of food. He said, "Since the Italian Volcano® Lemon Juice is in a 1 Liter glass bottle and is 100% juice, not from concentrate, it does not require any preservatives. The glass bottle prevents the need for preservatives that would be necessary in a plastic bottle."

Therefore manufacturers and restaurants looking for an organic juice with a true lemon taste are buying the retail product offered in the Italian Volcano® juice line rather than seeking conventional lemon juice prepared for food service, which has preservatives that can change the lemon flavor. Manufacturers of beverages, soups and condiments have all sought out the company for its juice and the company is seeking to expand its food service distribution further to meet these needs.

Some of the many uses for lemon juice in manufactured products include:

Aromatherapy
Body Products
Baking
Barbeque Sauce
Beverages
Bottled Teas

Cocktails
Commercial Cleaning Products
Cooking
Desserts
Dressings
Garlic Spread

Hummus
Ice Cream
Marinades
Popsicles
Soaps
Sorbets



The company anticipates an expansion of its food service distribution to further meet these needs. Manufacturers are following consumers who are aware of the many uses of organic lemon juice, and who use it for more than just cooking at home. Dalessandro continued, "Consumers want organic lemon juice as an ingredient in their cooking. Now manufacturers and restaurants are thinking along the same lines." More ideas for using lemon juice can be found at www.dreamfoods.com.

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, 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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