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### Volcano Lemon Burst® and Volcano Lime Burst® Expand Distribution into Midwest and Northeast Retailer Chains

Santa Monica, November 28, 2012 – Dream Foods International, LLC, ([www.dreamfoods.com](http://www.dreamfoods.com)), a specialist in organic citrus juices from Sicily, Italy, is excited to announce their expanded distribution in the Midwest and Northeast among mainstream retail chains selling Volcano Lemon Burst® and Volcano Lime Burst®. With significant sales in retail chains such as Roundy's, Spartans, Roche Brothers and Wegmans, there is confirmation of an increase in the number of today's consumers searching for organic food products in these regions.



Company founder and CEO, Adriana Kahane, states, "Our sales results are really an example of how consumers are paying attention to great tasting organic food products. For many years, when it came to squeeze bottle lemon and lime juices, consumers did not have a choice between a conventional brand with harsh preservatives or an organic great tasting option. Now that there are choices, we are seeing how consumers' demand has driven mainstream retail chains to offer more organic food options."

Although the Volcano Lemon Burst® and Volcano Lime Burst® have had nationwide distribution with retailers such as Whole Foods, Winn Dixie, The Fresh Market, Fresh and Easy and US Military Commissaries, Dream Foods International is now experiencing significant growth in geographical regions with mainstream retail chains that did not place an emphasis on organic options. This change coincides with the trend of growth in natural and organic food products. Sales and Business Development Manager, David Dalessandro says, "With today's organic and natural food movement in the market place, our products are getting consideration from mainstream retailers who previously thought there were not opportunities in selling organic products. Volcano Lemon and Lime Burst® has shown them that not only are they offering a healthier option, but they are also expanding their category from 30 to 50%! Obviously that is going to catch their attention"

#### 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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