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**Proven Category Growth Drivers,
 Volcano Lemon and Lime Burst®
 Ride Trend of Move to Organic Products**

Santa Monica, October 8th, 2011 – Dream Foods International, LLC, (www.dreamfoods.com), a specialist in organic citrus juices, is showcasing their *Volcano Lemon Burst®* and *Volcano Lime Burst®* with its custom made counter display at the Produce Marketing Association tradeshow booth #4551 in Atlanta, Georgia, October 15th to 17th, 2011. These skus have proven to grow the category in the produce department by 25 to 40%. And few competitors have organic offerings in this category. Founder and President of Dream Foods International, Adriana Kahane states, “Consumers’ focus on healthier organic items are pushing retailers to demand organics. Having great-tasting organic juices, we benefit from this demand.” Per the Nutrition Business Journal’s recent study, “Sales results further the argument that the real action in



nutrition these days lies in food, specifically natural & organic food. With annual sales up 8.3% to \$39 billion, natural & organic posted the best performance of the four nutrition categories.” The company is poised to benefit from growth in organic offerings.



Dream Foods goes to great lengths to not compromise on the packaging in order to keep the integrity of their products’ organic properties, as seen with their patented cap on the *Volcano Burst®* line and the insistent use of glass bottles for their *Italian Volcano®* Juice line. “Since the *Volcano Lemon Burst®* and *Volcano Lime Burst®* have organic essential oils in the cap, we can guarantee a fresh taste. By focusing on maintaining great taste in our products, the rest is easy. We benefit from both traditional consumers seeking better taste and organic minded consumers seeking healthier alternatives,” says David Dalessandro, Dream Foods’ Sales and Business Development Manager.

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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