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Dream Foods International Avoids Domestic Freeze with *Italian Volcano® Blood Orange* and *Tangerine Juices*: Sicilian Crops Free of Sudden Temperature Drop

Santa Monica, CA, January 21, 2010 -- Dream Foods International, LLC (www.dreamfoods.com), a specialized importer of not-from-concentrate citrus varietal juices, continues to withstand crop shortages and freezing temperatures that plague orange harvests throughout the United States. By importing its *Italian Volcano® Blood Orange* and *Tangerine Juices* from Sicily, the company does not have any of the problems currently driving the price of domestically grown oranges to record high prices. This opportunity allows consumers to enjoy the healthy and delicious taste of the *Italian Volcano®* brand without sudden price hikes or uncertainty about the stability of the Sicilian orange crop.

Florida Freeze Results in 30% Crop Loss

Freezing temperatures in Florida continue to devastate area farmers, causing losses of hundreds of millions of dollars. "We are fortunate to harvest our blood oranges in Sicily, where the stable Mediterranean climate is generally free of these radical weather patterns, because this environment creates the ideal conditions for the rich taste of our *Italian Volcano® Blood Orange* and *Tangerine Juices*. In the meantime, prices for domestically harvested citrus are hurting sales for supermarkets and driving consumers away. For example: In New York where frozen concentrated orange juice is traded like oil and other commodities, the benchmark futures contract, for delivery in March, climbed above 1.50 dollars a pound, the highest level since January 2008. That was a 15 percent gain from the price at the end of last week on the InterContinentalExchange, and a 50 percent jump from October," declared Adriana Kahane, President and Founder of Dream Foods International.

Functional Beverages On the Rise: The Color and Taste of *Italian Volcano® Blood Orange Juice*

The vibrant color of *Italian Volcano® Blood Orange Juice* shows its high content of anthocyanins (antioxidants), which cause the brilliant red color. Recent research has led many experts to believe that anthocyanins defend the body against UV rays, bacteria, viruses, and fungi. Science has only started exploring the health benefits of anthocyanins, but many studies show that anthocyanins may also increase wellness and longevity. Additionally, blood oranges are high in vitamin C and average more vitamin C per 100 ml of juice than blond oranges. (USDA recommends 60 mg daily).

About Dream Foods International, LLC

Dream Foods International, LLC distributes super-premium, organic, kosher, not-from-concentrate, glass-bottled juices under the *Italian Volcano®* brand. This line includes organic blood orange, tangerine and lemon juices from Sicily, along with the bestselling *Volcano Lemon Burst®* and *Volcano Lime Burst®* squeeze bottle juices. Consumers can buy Dream Foods International's products at the website www.mybrands.com by searching under the brand name Volcano, or they can register on the company's website at www.dreamfoods.com to get recipes and to find retailers in their area.

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