



**Newest IRI Report Ranks Volcano Lemon and Lime Burst®
#1 Organic Squeeze Bottles in the Nation!**

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Santa Monica, March 3, 2009 – Dream Foods International, LLC, (www.dreamfoods.com), a specialized importer of not-from-concentrate organic citrus varietal juices, is proud to announce the recent statistics reported by Information Resources, Inc. (IRI). In their latest report, ending January 25, 2009, on the sales of plastic lemon and lime juice squeeze bottles, IRI found that the *Volcano Lemon and Lime Burst®* 100 ml plastic squeeze bottles, have the highest dollar velocity of any plastic squeeze bottles in main stream outlets, ranking #1 in Average Weekly dollar sales per Million \$ ACV (All commodities volume). This news confirms that the *Volcano Lemon and Lime Burst®* it was already the #1 organic brand of squeeze bottles in the Nation.

“The IRI data is a third party confirmation of what we knew already”, said owner and founder of Dream Foods International, Adriana Kahane. “We knew consumers were very loyal to our product because of its great taste, but the data shows that consumers are willing to pay more for a higher quality product,” Kahane continued. With sales in major mainstream chains such as Safeway and Kroger, the company is making a major impact in a once dreary category.

Volcano Lemon and Lime Burst® has an innovative packaging system which captures the zest of fresh organic lemons and limes by putting the essential oil from the peel into a receptacle in the cap of each bottle. When each bottle is squeezed, a little bit of the oil is released with the juice creating a fresh-squeezed taste. The company credits the flavor profile with creating very high brand loyalty to the product. Sales Manager, Michelle Hankins, declared, “Many consumers purchase our plastic lemon and lime squeeze bottles expecting them to taste like preservatives, since that’s what they grew up with. Instead with *Volcano Lemon and Lime Burst®*, they actually like the flavor and buy it over and over again.”

The IRI data also reveals that sales in the lemon and lime squeeze bottle market in the US, in mainstream retailers is \$42 Million. This market grew 10% in sales in for the 52 weeks ending January 25, 2009. *Volcano Lemon and Lime Burst®* saw sales grow 46% from 2007 to 2008.

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 and tangerine 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 searching under the brand name “Volcano,” or they can register on the company’s website at www.dreamfoods.com to get recipes and help locating retailers in their area.

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