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Dream Foods International Announces its Ten Year Anniversary 1999 – 2009 Santa Monica, CA
The award -winning organic juice company's odyssey between Santa Monica and Sicily's Mt Etna Volcano

Santa Monica, CA, September 16, 2009 - Dream Foods International, LLC (www.dreamfoods.com), a specialized importer of Sicilian organic not-from-concentrate citrus varietal juices, proudly announces its **Ten Year Anniversary**. Adriana Kahane, founder and owner, developed Dream Foods International from an idea for a student project at the University of Southern California while completing her MBA. The company is now recognized for its organic juice brands *Italian Volcano*® and *Volcano Lemon Burst*® and *Volcano Lime Burst*®.

The company launched in 1999 importing fresh blood oranges, under the brand name *Volcano*® Oranges, which grow near the Mt. Etna Volcano in Italy. Expanding its citrus focus, in 2001, the company added to its product line by being the first company to introduce an organic version of the widely recognized lemon and lime squeeze bottles, *Volcano Lemon Burst*® and *Volcano Lime Burst*®. These items now are the top selling brand in dollars per point of distribution in that category.

In 2003, the Mt. Etna Volcano erupted beyond its normal activity. The ash damaged most of the fresh blood oranges, and because large amounts of oranges were sent to processors, Dream Foods International introduced *Italian Volcano*® *Orange Juice*, organic blood orange juice made in the traditional manner of *Succo di Arancia Rossa*. This act of Mother Nature resulted in Dream Foods selling over 1 million bottles of its *Italian Volcano*® *Orange Juice* and in a 2008, the product won a Silver Sofi finalist for Outstanding Beverage from the National Association for the Specialty Food Trade, Inc. "The award only re-emphasized the recognition that the company had already received as a leader in the blood orange category," said Sales Manager, Michelle Hankins.

The company also expanded its product line by introducing organic tangerine and lemon juices, following its tradition of using the Mt. Etna Volcano on its packaging. "We feel it is very important to educate our consumers about the rich growing environment for citrus by the Mt. Etna Volcano that is recognized by the European Union as a special growing area. By including the image of the volcano on our packaging, we reinforce the importance of the growing area as a source of quality in our products. At the same time, the rich antioxidants in our juices are yet another reason for health conscious consumers to enjoy the natural benefits of the products we manufacture. These advantages are at the center of our commitment to good health and exceptional ingredients," Kahane said.

The company now has six employees at its Santa Monica headquarters. Since inception, the company's total sales have been nearly \$12 million dollars, while continuing to experience growth. The company has sold over 8 million bottles of juice since it launched them nationally in 2003. The company now has three warehouse locations in the U.S. to facilitate growing sales. Dream Foods International also has an ongoing role in community service. Employees have donated their time and over \$100,000 of their products to charitable organizations. The company has a strong belief in supporting its community.

About Dream Foods International, LLC

Dream Foods International, LLC also distributes premium shelf stable not-from-concentrate, organic kosher glass-bottled juices, under the *Italian Volcano*® Brand. This line includes organic blood orange, tangerine and lemon juices from Sicily. 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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