

FOOD BUSINESS NEWS[®]

Dream Foods adds seasoning to its mix

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SANTA MONICA, CALIF. — Dream Foods International, L.L.C., producer of organic citrus varietal juices, announced it has acquired the Casa Mexicana brand from Hispanic Specialty Brands, L.L.C. Financial terms of the transaction were not disclosed.



“The Casa Mexicana brand is a great addition to our portfolio,” said Adriana Kahane, founder of Dream Foods International. “It expands our presence to the dry grocery category and allows us to service the fast growing Hispanic food trends in the market.”

Casa Mexicana, a Mexican-style seasoning mix producer, will add to the other all-natural Dream Foods brands.

“As a leader in the natural channel, Dream Foods is a great strategic partner for Casa Mexicana,” said Roni Goldberg, founder of Hispanic Specialty Brands, L.L.C. “Our strong position in the all-natural Hispanic market makes Casa Mexicana an excellent addition to the Dream Foods portfolio of gourmet products. Casa Mexicana will benefit greatly by their distribution, resources and management team.”

Dream Foods has been finding success in its production of organic citrus-flavored juices under the brand Italian Volcano. The juices are harvested near the Mt. Etna Volcano near Sicily, and are distributed across the United States, Canada and Mexico.

Casa Mexicana has exceeded growth expectations with its easy, all-natural Mexican seasoning mixes.

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