



**News Release
For Immediate Release**

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Flavorful Brown Rice Chips Make a Great Snack

Lundberg Family Farms adds Honey Dijon and Fiesta Lime flavors to whole grain rice chip line

Richvale, Calif. (May 6, 2005) — Lundberg Family Farms is pleased to announce two new additions to its popular line of flavored rice chips: *Honey Dijon* and *Fiesta Lime*. These new brown rice crunch sensations join *Sea Salt*, *Santa Fe Barbeque*, *Sesame Seaweed* and *Pico de Gallo* in this family-friendly snack line. You can see the whole grain brown rice in each chip. Lundberg™ Rice Chips are wheat free, gluten free, and contain no trans-fats, artificial flavors or colors.

“We’ve heard from many families that rice chips are a favorite snack for kids and parents alike,” says Grant Lundberg, the company’s CEO. “Lundberg is proud to offer delicious rice snacks that parents can feel good about. Lundberg™ Rice Chips are great for all occasions including lunches, picnics and parties.”

The new *Honey Dijon* combines sweet honey and savory mustard flavors for a tasty snacking experience, while *Fiesta Lime* features a zesty, cooling hint of lime. Each 6 oz. bag contains approximately 6 servings. Lundberg Rice Chips are available in natural food stores nationwide for a suggested retail price of \$2.49.

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Editor’s note: Samples and photos available upon request.

Since 1937, the Lundberg’s have been producing the highest quality rice in concert with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources. Lundberg’s rice and rice products are available nationwide through conventional supermarkets and natural foods stores.

Sources:

1. *Dietary Guidelines for Americans*, 2005.
2. Gordon, Sandra. “Go With Whole Grains.” Sept. 2000. WebMD feature story. Accessed at: http://my.webmd.com/content/Article/11/1671_51169.htm on Jan. 13, 2005.