



**News Release  
For Immediate Release**

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## **Lundberg™ Introduces Two New Ways to Enjoy the Whole Grain Goodness of Brown Rice**

*Lundberg Family Farms™ adds Brown Sweet Rice and  
Golden Rose™ Brown Rice to its lineup of packaged rice.*

**Richvale, Calif. (May 23, 2005)** — Lundberg Family Farms™, pioneering rice producer since 1937, has introduced two new packaged rice varieties: Brown Sweet Rice and Golden Rose™ Brown Rice. Both varieties are USDA certified organic.

Organic Brown Sweet Rice boasts a naturally sweet flavor. The grains cling together upon cooking, creating a pleasing texture that is perfect for use in Asian recipes and rice puddings. Lundberg's Organic Brown Sweet Rice is not processed.

Organic Golden Rose™ Brown Rice provides a nice balance between long grain and short grain rice. With its pleasing flavor and slightly nutty texture, Golden Rose™ brown rice is ideal for everyday recipes, or as a wholesome table rice.

The two new organic rice varieties are grown and packaged in the agriculturally rich northern portion of California's Sacramento Valley. They are available in natural foods and conventional grocery stores nationwide. They are offered in two pound packages, for a suggested retail price of \$2.69.

### **Hazelnut Raisin Rice Pilaf**

1 cup Lundberg Golden Rose™ rice  
2 cups chicken broth  
1 Tbs. olive oil  
1/2 cup chopped onion

1 garlic clove, minced  
1/2 cup chopped hazelnuts, toasted  
1/2 cup raisins or currants  
1/4 to 1/2 tsp. black pepper

Combine rice and broth in medium saucepan. Bring to a boil, reduce heat to low and simmer, covered, for 50 minutes. Remove from heat, and let stand, covered, for 10 minutes. Warm oil on medium heat. Add onion; cook until tender. Add garlic; cook another 30 seconds. Stir onion mixture, hazelnuts, raisins and pepper into rice.

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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.*