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LUNDBERG FAMILY FARMS® INTRODUCES ORGANIC RICE CHIPS

RICHVALE, CA, September 19, 2011 — Lundberg Family Farms®, the natural market leader of organic rice products, introduces a new line of certified organic rice chips in two bold and spicy flavors – Cracked Black Pepper and Spicy Black Bean.

Lundberg’s new line of rice chips offer consumers a wholesome, sensible snack option. They are made with USDA Certified organic brown rice and offer 17-18g of whole grains per serving. Plus, they’re wheat-free and gluten-free, vegan, and Non-GMO Verified. The Cracked Black Pepper flavor offers a real kick of pepper, and the Spicy Black Bean is bursting with jalapeño spice. Both are made with the finest, organic seasoning and are available in 6-oz. bags at natural foods stores and supermarkets nationwide for a suggested retail price of \$3.29.

“Lundberg Rice Chips are a longtime favorite with health-conscious consumers who enjoy a satisfying snack that happens to be sensible and sustainably produced,” says Grant Lundberg, CEO of Lundberg Family Farms. “We created these bold flavors so that consumers could enjoy a satisfying, mouth-watering snack with the peace of mind that comes from knowing that what they are eating is certified organic and non-GMO.”

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The new Organic Rice Chips join Lundberg's existing flavors of Sea Salt, Santa Fe Barbecue, Sesame & Seaweed, Pico de Gallo, Fiesta Lime, Honey Dijon, and Wasabi. All seven have been recently reformulated using organic grains and other organic ingredients previously not available. They are Non-GMO Verified, wheat-free and gluten-free, and carry the Whole Grain Stamp. Consumers should expect to see the existing flavors with updated packaging that will denote "Made with Organic Grains" on the front of the bag in stores this fall. They're available in 6-oz. bags at natural foods stores nationwide at a suggested retail price of \$2.69.

About Lundberg Family Farms

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms still uses organic and eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberggricechips.com or follow Lundberg on [Facebook](#) and Twitter (@lundbergfarms).

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