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**LUNDBERG® HONEY DIJON RICE CHIPS NAMED ‘BEST CRUNCHY SNACKS’
BY *FITNESS*® MAGAZINE**

RICHVALE, CA, June 29, 2011 - - In its annual Healthy Foods Awards competition, *FITNESS Magazine* named Lundberg Family Farms® Honey Dijon Rice Chips one of the best crunchy snacks for consumers, saying, “the appealing sweet-and-sour taste of these brown-rice chips wowed our testers.” The results appear in the magazine’s July/August 2011 issue.

The *FITNESS* Healthy Food Awards evaluates thousands of food products each year in search of what it calls “the best of the best - our annual picks for the most delicious health foods on the planet.” Those foods that were low in calories, fat, saturated fat, sodium, and added sugars made the first cut. *FITNESS* nutritionists then sorted through the more than 850 remaining products, analyzing the nutrition facts and ingredient labels to help them determine which ones deserved to move to the next round for taste tasting. The finalists were sampled and voted on by dozens of staffers at the publication.

“We’re always hearing how much consumers love our line of Rice Chips,” said Grant Lundberg, CEO of Lundberg Family Farms and a member of the third generation of Lundbergs to operate the family-owned rice farm and food business. “It’s wonderful to have that opinion validated by a respected authority like *FITNESS Magazine*.”

Lundberg’s Honey Dijon Rice Chips are available in 6-ounce bags and are made from whole grain brown rice without artificial flavors and colors, trans-fat free, and gluten-free. They are available at natural foods stores and supermarkets nationwide and have a suggested retail price of \$2.99.

More...

FITNESS: Lundberg Honey Dijon Rice Chips, 2-2-2-2

Lundberg Family Farms, the nation's top-selling brand of organic rice and rice products, previously earned the *FITNESS Magazine* Best Snack award in 2008, for its Lundberg Organic Brown Rice Cakes, Lightly Salted.

About Lundberg Family Farms

Since 1937, the Lundberg family has been farming rice and using eco-positive farming methods to produce rice products at their farms in the Sacramento Valley. Now led by the third generation, Lundberg Family Farms produces wholesome, healthful rice products while protecting and improving the environment for future generations. For more information and rice recipes visit www.lundberg.com.

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