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NEW FROM LUNDBERG FAMILY FARMS®—HEAT & EAT BROWN RICE BOWLS

Organic Brown Rice Just Got Convenient!

RICHVALE, CA, October 15, 2008 — Lundberg Family Farms®, the market leader in organic brown rice, introduces the wholesome goodness of organic brown rice in a convenient bowl that is precooked and perfect every time.

Lundberg's *HEAT & EAT BROWN RICE BOWLS* are ready in seconds, making it easy to get your daily servings of whole grains. Perfect as a simple side dish or as a base in your favorite rice recipes, these delicious rice bowls are as versatile as they are convenient. Each bowl contains pre-cooked brown rice and delivers the same great taste and quality consumers have come to expect from Lundberg Family Farms® rice products

The line of USDA-certified organic brown rice is available in 3 popular rice varieties: Short Grain Brown, Long Grain Brown and Countrywild® Brown rice. All three varieties are heart-healthy whole grains as recommended by the USDA, and are gluten free and Kosher.

“Heat & Eat Brown Rice Bowls are a great-tasting alternative for those who demand both wholesome, healthy food and heat-and-eat convenience,” says Grant Lundberg, CEO of Lundberg Family Farms. “We created these bowls for consumers who want healthy brown rice quickly.”

More...

HEAT & EAT BROWN RICE BOWLS, 2-2-2-2

HEAT & EAT BROWN RICE BOWLS qualify as “heart healthy” according to the FDA. The USDA’s Dietary Guidelines recommend Americans eat at least three 16-gram servings of whole grains each day. Eating just one cup of brown rice is equivalent to two of the three recommended daily whole grain servings.

Lundberg Family Farms *HEAT & EAT BROWN RICE BOWLS* are available at natural foods stores and supermarkets nationwide. The 7.4-ounce packages have a suggested retail price of \$2.79.

Since 1937, the Lundberg Family has been growing rice and producing rice products at their farms in the Sacramento Valley. Lundberg Family Farms uses eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberg.com.

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