



**News Release  
For Immediate Release**

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## **What's Cooking?**

*Lundberg Family Farms™ offers rice recipes for every occasion.*

**Richvale, Calif. (May 24, 2004)** — Lundberg Family Farms™ announces the exciting launch of a free cookbook promotion. “*Cooking with Lundberg Rice*” is a comprehensive guide to cooking one of our favorite comfort foods, rice. It is packed with delicious rice recipes for almost every occasion.

Rice is the most popular grain throughout the world; its agricultural origins reach back nearly 5,000 years. It is also one of the most nutritious and economic foods on Earth. *Cooking with Lundberg Rice* demonstrates creative new ways to enjoy rice and also reviews the basics of cooking, storing and using this versatile grain.

*Cooking with Lundberg Rice* features:

- A handy **cooking guide** for the various forms and types of rice – from white to brown to wild and everything in between
- **Recipes** – including color photography – for more than 20 appetizing starters, entrees, sides and desserts
- Information about organic and environmentally sustainable rice **growing practices**
- A **glossary** of terms associated with rice, so that you can know your Japonica from your Wehani™

*Cooking with Lundberg Rice* offers a wealth of recipes for all occasions. For a copy of the new, full-color cookbook, send UPC codes as proofs of purchase from any two Lundberg products to:

Lundberg Family Farms  
Cookbook Offer  
PO Box 369  
Richvale, CA 95974



\*Lundberg Family Farms and the USA Rice Federation do not recommend rinsing rice. It only washes away nutrients.

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***Editor's note: Sample book available upon request.***

*Since 1937, the Lundbergs 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.*