



**News Release  
For Immediate Release**

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## **Organic Rice Cakes with More Flair!**

*Lundberg Family Farms introduces two new rice cake flavors*

**Richvale, Calif. (January 5, 2007)** — Lundberg Family Farms is adding two exciting flavors to its popular line of organic rice cakes. Great tasting *Flax with Tamari*, and *Sweet Green Tea with Lemon* are made with 100% whole grain brown rice and offer extra health benefits to meet the needs of today's health conscious consumer.

Recent consumer studies have identified the inclusion of whole grains as among the fastest growing dietary trend. In 2005, the USDA's Dietary Guidelines announced that people should eat three or more servings of whole grains daily. Research shows that people who eat whole grains have a 20-40% reduced risk of heart disease, stroke, diabetes, as well as better colon health.

All Lundberg rice cakes are made with healthful, whole grain brown rice, and these two new flavors offer additional health benefits. The ground flax seed on the new *Flax with Tamari* rice cakes is the highest plant source of ALA Omega-3, an essential fatty acid that promotes cardiovascular health, supports the immune system and promotes general health. The matcha green tea on the *Sweet Green Tea with Lemon* rice cake contains the highest level of naturally occurring compounds called polyphenols that have the powerful antioxidant properties and help in the prevention of heart disease and cancer.

A healthful snack for the whole family, Lundberg rice cakes are wheat free, gluten free and packed with flavor, value and nutrition. Each cake is made with almost twice the rice as other brands, so it is heavier, denser, and more filling – making a satisfying snack for those watching their weight.

Find these tasty snacking sensations nationwide where natural products are sold for a suggested retail price of \$2.29. Each bag contains 13 servings and weighs approximately 9oz.

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***Editor's note: Samples and photos available upon request.***

*Since 1937, Lundberg Family Farms has been producing high quality rice with 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.*