



**News Release
For Immediate Release**

For More Information Contact:

Angie Traver
The Fresh Ideas Group
(303) 449-2108, ext. 15
angie@freshideasgroup.com

Flavorful Rice Chips Make Families Flip

Lundberg Family Farms adds Honey Dijon and Fiesta Lime flavors to rice chip line

Richvale, Calif. (Jan. 17, 2005) — This year, chip-lovers everywhere have even more alternatives to not-so-healthy corn and potato chips. Lundberg Family Farms is pleased to announce two new additions to their popular line of flavored rice chips: *Honey Dijon* and *Fiesta Lime*.

These new brown rice crunch sensations join *Sea Salt*, *Santa Fe Barbeque*, *Sesame Seaweed* and *Pico de Gallo* in this family-friendly snack line. All flavors are wheat free and gluten free, contain no artificial flavors or colors, and are made from healthy, whole grain brown rice. In addition, because they don't contain hydrogenated oils, these rice chips are free of trans-fats.

“We've heard from many families that rice chips are a favorite snack for kids and parents alike,” says Grant Lundberg, the company's CEO. “Lundberg is proud to produce whole grain snacks that moms can feel good about, for school lunches, family picnics and weekend snacks.”

Honey Dijon combines sweet and savory flavors for a unique snacking experience, while *Fiesta Lime* features a zesty, cooling hint of lime.

Find these products nationwide where natural products are sold for a suggested retail price of \$2.49. Each 6 oz. bag contains approximately 6 servings.

Lundberg Family Farms produces a wide variety of rice products, including rice cakes, packaged rice, rice milk, entrees and rice chips. All the rice is grown in Northern California using organic farming methods, including: crop rotation, no genetically engineered rice varieties, water conservation, and composting of rice straw to enrich the soil and protect the air and environment.

###

Editor's note: Samples and photos 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.