



**News Release  
For Immediate Release**

**For More Information Contact:**

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

## **Flavorful Brown Rice Chips Make a Great Snack**

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

**Richvale, Calif. (May 6, 2005)** — Lundberg Family Farms is pleased to announce two new additions to its 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. You can see the whole grain brown rice in each chip. Lundberg™ Rice Chips are wheat free, gluten free, and contain no trans-fats, artificial flavors or colors.

“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 offer delicious rice snacks that parents can feel good about. Lundberg™ Rice Chips are great for all occasions including lunches, picnics and parties.”

The new *Honey Dijon* combines sweet honey and savory mustard flavors for a tasty snacking experience, while *Fiesta Lime* features a zesty, cooling hint of lime. Each 6 oz. bag contains approximately 6 servings. Lundberg Rice Chips are available in natural food stores nationwide for a suggested retail price of \$2.49.

###

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

*Since 1937, the Lundberg’s 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.*

Sources:

1. *Dietary Guidelines for Americans*, 2005.
2. Gordon, Sandra. “Go With Whole Grains.” Sept. 2000. WebMD feature story. Accessed at: [http://my.webmd.com/content/Article/11/1671\\_51169.htm](http://my.webmd.com/content/Article/11/1671_51169.htm) on Jan. 13, 2005.