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## Lundberg Family Farms Debuts Sriracha and Smoky Maple Rice Chips

*Latest Lundberg Flavors Reflect Consumer Demand for Bold New Flavors*

**RICHVALE, Calif., January 6, 2015**—[Lundberg Family Farms](#), a national leader in organic rice and rice products, today announced the addition of two new flavors to its all-star lineup of [savory whole grain snacks](#): Sriracha Rice Chips and Smoky Maple Rice Chips, which will be great for sharing with fellow fans while tuning into the Big Game next month.

“We’ve seen a huge increase in demand for both Sriracha and smoked flavors recently and anticipate that this trend will continue to grow,” said Grant Lundberg, CEO of Lundberg Family Farms. “Consumers want bold and exciting flavors in snack options they can feel good about, and our new flavors of Rice Chips satisfy just that.”

Lundberg’s [Sriracha Rice Chips](#) and [Smoky Maple Rice Chips](#) are made with organic whole grains, are Non-GMO Verified, vegan and gluten-free. These two new flavors join the existing Rice Chips product line, which includes Sea Salt, Honey Dijon, Santa Fe Barbeque, Fiesta Lime, Pico de Gallo, Sesame Seaweed, and Wasabi. Whether you are entertaining guests at home or tailgating at the game, [Lundberg Rice Chips](#) are the perfect match for your favorite dip or as a standalone snack.

Lundberg Rice Chips (SRP: \$3.49) and other Lundberg Family Farms products are sold in organic and natural food stores, food co-ops and major grocers across the country. For more information, recipes and serving ideas, visit [Lundberg.com](http://Lundberg.com).

### **About Lundberg Family Farms**

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms uses organic and eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit [Lundberg.com](http://Lundberg.com) and follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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