



## Lundberg Family Farms® Expands Snack Line with NEW Bold Bites Chips®

**Richvale, Calif., March 14, 2019** – [Lundberg Family Farms](https://www.lundberg.com), a national leader in organic rice, rice products and US-grown quinoa, is introducing a new snacking solution, Bold Bites Chips®, to join their portfolio of healthful and innovative snack products. These flavorful, crunchy, bites are now available to retailers and distributors for pick-up, with a target roll-out for consumers in April.

With Bold Bites Chips, foodies everywhere can indulge in familiar, comforting flavors, in one impactful bite. Simple, functional and offered in a fun variety of flavors, each bag is crafted with a wholesome blend of organic rice, corn and black chia. They're also USDA Organic, Non-GMO verified, gluten-free and vegan, except for the Cheese Pizza flavor, which features Kosher certified dairy.

Bold Bites Chips are available in six exciting varieties at an MSRP of \$2.99:

- Sea Salt
- Cheese Pizza
- Street Taco
- Korean Style BBQ
- Mango Chile
- Samosa



For more information about Lundberg Family Farms and other products, visit [www.lundberg.com](https://www.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 rice and quinoa products while protecting and improving the environment for future generations. For more information, visit [Lundberg.com](https://www.lundberg.com) and follow us on [Facebook](https://www.facebook.com/lundbergfamilyfarms), [Pinterest](https://www.pinterest.com/lundbergfamilyfarms), [Twitter](https://twitter.com/lundbergfamilyfarms) and [Instagram](https://www.instagram.com/lundbergfamilyfarms).