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LUNDBERG FAMILY FARMS INTRODUCES 6 NEW ORGANIC WHOLE GRAIN RICE ENTREES IN CANADA
Organic Rice Leader Expands Into Boxed Entrée Category with New Line of Hearty Rice Meals

RICHVALE, CA, December 5, 2013 — Lundberg Family Farms®, a leading producer of organic rice and rice products, announces the launch of a new kind of rice entrée. Lundberg's Organic Whole Grain Rice and Seasoning Mixes offer great taste and convenience to the health-conscious consumer who is looking for an organic option.



The hearty rice entrées come in six distinctive, palate-pleasing flavors and feature the family's signature organic brown rice. All are Non-GMO verified, vegan, kosher, and gluten-free. These healthful and versatile entrées are simple to prepare and can easily be made into a meal with the addition of tofu, chicken, shrimp or other protein.

“Today's health-conscious consumers appreciate convenience, but until now there just weren't many organic options available,” says Grant Lundberg, CEO of Lundberg Family Farms. “Our new Whole Grain Rice Entrées will satisfy everyone, no matter their preference, because these entrées have it all: exciting flavors, great nutrition, organic purity, and easy-to-prepare convenience.”

The eleven varieties include:

- **Organic Original Whole Grain Lentils & Rice:** A savory blend of garlic, onion, and spices paired with brown rice and lentils.
- **Organic Whole Grain Spanish Rice:** A zesty blend of flavors combined with brown rice, tomato, onion, garlic, and bell peppers.
- **Organic Whole Grain Black Beans & Rice:** This healthful side dish blends whole grain organic brown rice and high-fiber black beans.
- **Organic Wild Porcini Mushroom Whole Grain & Wild Rice:** The exotic taste of wild porcini mushrooms combined with the nuttiness of brown rice and the firm texture of wild rice.
- **Organic Original Whole Grain & Wild Rice:** An aromatic dish that combines the nuttiness of brown rice with the firm texture of wild.

- **Organic Garlic & Basil Whole Grain and Wild Rice:** Garlic and basil combined with the nuttiness of brown rice and the firm texture of wild rice provide a savory Mediterranean flair.

All six varieties are available in supermarkets and natural food stores throughout Canada in 6-ounce packages with a suggested retail price of \$4.10.

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 www.lundberg.com or follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).



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