



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Mysty Stewart
(707) 545 3280

stewart@mackenzieagency.com

**Redesigned COUSCOUS AND RISOTTO packages from LUNDBERG® FAMILY FARMS
*Same Great Entrees, Now with Greater Shelf Appeal***

RICHVALE, CA, September 23, 2013 — Lundberg Family Farms®, a leading producer of organic rice and rice products, introduces bright new packaging for two of its boxed entrée lines: Risotto, made with Lundberg’s creamy Arborio rice; and Roasted Brown Rice Couscous, made with their signature organic brown rice.

The new box not only offers a bright, eye-catching design, it also is in line with the company’s commitment to sustainability because the designs are printed on 100% recycled paperboard (85% post-consumer waste and post-industrial waste).

“Our new packaging is an extension of our promise to our consumers to produce products that are good for you and the environment,” says Grant Lundberg, CEO of Lundberg Family Farms. “We are expanding our boxed entrée offerings and the new look of these two lines will make a strong presence on the store shelf with our new products.”



Lundberg Risotto is available in six palate-pleasing flavors: Alfredo, Florentine, Butternut Squash, Garlic Primavera, Creamy Parmesan, and Wild Porcini Mushroom – all of them gluten-free, sustainably produced, and easy to prepare. In the Italian tradition, Lundberg Risotto cooks up rich and creamy, while keeping an al dente bite.

Also debuting a new look is Lundberg’s line of Organic Roasted Brown Rice Couscous in Original and Mediterranean Curry. Made with USDA organic roasted brown rice, they are gluten-free, vegan and Non-GMO verified.



More...

Lundberg Risotto and Couscous are sold at natural foods stores and supermarkets nationwide for a suggested retail price of \$3.29 for the risottos and \$2.99 for the couscous.

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](#).

###