



FOR IMMEDIATE RELEASE

CONTACT:

Mysty Stewart
MacKenzie Agency
(707) 545-3280

stewart@mackenzieagency.com

LUNDBERG FAMILY FARMS® INTRODUCES MULTIGRAIN CHIPS
Four Flavorful Varieties, All Made with Organic Grains, Gluten-free, and Non-GMO Verified

RICHVALE, CA, September 23, 2013 — Lundberg Family Farms®, a leading producer of organic rice and rice products, debuts its new line of Multigrain Rice Chips, all made with organic brown rice and surprising ingredients like red and white quinoa, amaranth, corn, millet, garbanzo beans, chia, and flax seeds, to create four signature California flavors.

Lundberg's new Multigrain Chips capture the essence of the Golden State in four creative flavor combinations: **Mendocino Tomato & Herb**, **Mojave Jalapeño**, **Redwood Smokey BBQ**, and **Shasta Chipotle Lime**. All four flavors are made with organic grains and are Whole Grain, Gluten Free, Non-GMO, Kosher, and Vegan. The new products are available nationally in supermarkets and natural food stores at a suggested retail price of \$3.48 for a 6-ounce bag.



“Our new Multigrain Chips capture the diverse flavors of California’s produce and cultures, while delighting the taste buds,” says Grant Lundberg, CEO of Lundberg Family Farms. “As Californians, our family is proud to support fellow farmers and businesses who contribute to the diversity and beauty of our state,”

Mendocino Tomato & Herb: Just inland from the cool ocean breezes and sun-warmed beaches of the rugged California coast, the unmistakable scent of freshly grown herbs awakens the senses, inspiring this multigrain chip seasoned with a blend of tomatoes and basil.

More...

LUNDBERG LAUNCHES WHOLEGRAIN RICE CHIPS, 2-2-2-2

Mojave Jalapeño: Hiking the dunes of the Mojave National Preserve is sure to cause even the most seasoned trekker to break a sweat, as will Lundberg's peppery Jalapeño Multigrain Chips, a spicy fusion of grains and Jalapeño peppers, giving this playful multigrain chip a serious kick.

Redwood Smokey BBQ: Inspired by a BBQ lunch under the majestic trees of California's Redwood National Forest, the classic flavor is downright startling in this smoky, tangy multigrain chip.

Shasta Chipotle Lime: Hiking the Pacific Crest Trail is an iconic California adventure and Mount Shasta is the perfect spot for a whole-grain snack break. The chipotle and lime flavors explode like a volcano from this hearty multigrain chip with tangy citrus and smoky chili pepper heat.

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](#).

###