



Lundberg Family Farms® Debuts Organic Rice Pilaf Entrees

Traditional and Whole Grain Options Now Available for Fall and Holiday-inspired Meals

RICHVALE, Calif., September 9, 2014—[Lundberg Family Farms®](http://LundbergFamilyFarms.com), a national leader in organic rice and rice products, today announced three new Pilaf options among its continually expanding collection of entrees. With Lundberg rice, wheat orzo pasta and seasonings included in each entree, Rice Pilaf Original, Whole Grain Pilaf Original, and Whole Grain Pilaf Toasted Almond are delicious and easy to prepare as a foundation for any meal.

“Our Pilafs were created for busy families looking for a tasty way to round out their meals with little added effort,” said Jessica Lundberg, who is a third-generation Lundberg family member serving as VP of Administration and is a mother of a young child. “Pilaf is very versatile. The new entrees are easy to prepare as-is or can be customized to make a new family favorite.”

Lundberg’s Rice Pilafs are organic and non-GMO verified. Flavors and serving suggestions are detailed below:

- [Pilaf Original](#): Rice and wheat orzo pasta are enhanced with a savory blend of onion, garlic, carrots and spices to create a perfect accompaniment to any protein or vegetable. Enjoy it with leftover roasted turkey or herb-marinated chicken and your favorite winter squash.
- [Whole Grain Pilaf Original](#): Just as delicious as its traditional counterpart, this entrée features nutritious brown rice with wheat orzo pasta. Stir in fresh sage and sautéed wild mushrooms and leeks to turn this vegan entrée into a hearty meal.
- [Whole Grain Pilaf Toasted Almond](#): Whole grain brown rice and wheat orzo pasta merge with the nuttiness of toasted almonds to create a delectable side, or even a whole grain option for stuffing your holiday bird! Use pilaf in place of bread and fold in your favorite fixings, such as dried cranberries and crumbled and browned turkey sausage.

Lundberg’s new Rice Pilafs are sold in organic and natural food stores, food co-ops and major grocers across the country. For more information, visit 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

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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 and follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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