

FOR IMMEDIATE RELEASE



Lundberg Family Farms® Introduces New Multigrain Chips, Quinoa & Rice Entrees and Sprouted Rice Varieties

*Thirteen New Whole Grain Products, from Savory Snacks to Satisfying Sides,
Now Available for Back-to-School Shopping and Meal Planning*

RICHVALE, Calif., August 19, 2014—[Lundberg Family Farms®](http://LundbergFamilyFarms.com), a national leader in organic rice and rice products, today announced the newest products available in its repertoire: Multigrain Chips, Quinoa & Rice Entrees and Sprouted Rice. With several flavors and varieties of each, health-conscious families now have thirteen additional choices to satisfy cravings and satiate appetites at mealtime this fall.

“Our latest products are made with the same care and flavorful quality that families have come to expect of Lundberg foods,” said Grant Lundberg, CEO of Lundberg Family Farms. “Our Pilafs, Quinoa & Rice Entrees and Sprouted Rice provide more wholesome and delicious whole grain options for lunch or dinner, while our Multigrain Chips are a guilt-free way to satisfy afternoon snacking.”

- [Multigrain Chips](#): These light and crunchy chips come in snack-sizes perfect for lunchboxes and are made with organic brown rice and other wholesome ingredients like red and white quinoa, amaranth, corn, millet, garbanzo beans, chia and flaxseeds. With flavors like **High Tide Sea Salt**, **Mendocino Tomato & Herb**, **Mojave Jalapeno**, **Shasta Chipotle Lime** and **Redwood Smoky BBQ**, these savory snacks are inspired by the diverse tastes and cultures of California. Lundberg Multigrain Chips are whole grain, gluten-free, vegan, kosher and non-GMO verified.
- [Quinoa & Rice Entrees](#): Quinoa is the newest addition to Lundberg’s line-up of Organic Whole Grain Rice Entrees, which are perfectly portioned and seasoned to make them an ideal meal option for busy families on a school night. Quinoa & Rice combines the whole grain goodness and crunchy texture of quinoa with the nuttiness of brown rice and a savory blend of herbs and spices. Families can find a new favorite among flavors like **Rosemary Blend**, **Peruvian Style**, **Spanish Style** and **Basil & Bell Pepper**. Lundberg Quinoa & Rice Entrees are USDA-certified organic, whole grain, gluten-free, vegan, kosher and non-GMO verified.
- [Sprouted Rice](#): Lundberg’s new Sprouted Rice is an aromatic blend of nutritious whole grains that cook up light and fluffy while the grains remain separate. More home cooks are turning to sprouted whole grains for their nutritional profile, easier preparation and more complex flavors. Shoppers can choose from **Sprouted Red Rice**, **Sprouted Short**

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Grain Brown, Sprouted Brown Basmati, and Sprouted Tricolor Rice Blend.

While sprouted rice has many of the same nutritional benefits found in brown rice, the texture of sprouted rice more resembles that of white rice. And with a reduced cooking time – about 30 minutes compared to the typical 50 minutes – sprouted rice makes it easier and faster for families to get dinner on the table. Lundberg Sprouted Rice is USDA-certified organic, whole grain, cholesterol-free, sodium-free, gluten-free, vegan, kosher and non-GMO verified.

Shoppers can learn more information about these new products on the recently revamped Lundberg.com, which is now optimized for mobile users and features a new store locator and enhanced product and recipe sections to help people more easily find their favorite Lundberg products.

Lundberg's new Multigrain Chips, Quinoa & Rice Entrees and Sprouted Rice 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 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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