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Lundberg Family Farms Debuts Sriracha and Ketchup Rice Chips

Latest Lundberg Flavors Reflect Consumer Demand for Bold New Flavors

RICHVALE, Calif., January 6, 2015—[Lundberg Family Farms](#), a leader in organic rice and rice products, today announced the addition of two new flavors to its lineup of [savory whole grain snacks](#): Sriracha Rice Chips and Ketchup Rice Chips.

“We’ve seen a huge increase in demand for Sriracha-flavored products recently and also know that ketchup chips are a popular snack in Canada,” said Grant Lundberg, CEO of Lundberg Family Farms. “Consumers want exciting flavors in snack options they can feel good about, and our spicy Sriracha and sweet, tangy Ketchup rice chips satisfy just that.”

Lundberg’s Sriracha Rice Chips and Ketchup Rice Chips are made with organic whole grains, are Non-GMO Verified, vegan and gluten-free. These two new flavors join the existing Rice Chips product line, which includes Sea Salt, Honey Dijon, Santa Fe Barbeque, Fiesta Lime, and Sesame Seaweed. [Lundberg Rice Chips](#) are the perfect match for your favorite dip or as a standalone snack.

Lundberg Rice Chips (SRP: \$4.49 CAD) and other Lundberg Family Farms products are sold in organic and natural food stores, food co-ops and major grocers in Canada. For more information, recipes and serving ideas, 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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