



## Lundberg Family Farms Rolls Out New Packaging for Popular Line of Rice Chips

**RICHVALE, Calif., Sept. 15, 2015**—[Lundberg Family Farms](http://LundbergFamilyFarms.com), a national leader in organic rice and whole grain products, is rolling out new packaging for its popular line of Rice Chips across retailers nationwide this fall. The new Rice Chips bag designs feature bright, eye-catching illustrations and colorful graphics, each bag displaying its own personality to express each distinctive flavor profile.

Through in-depth consumer research that began a year ago, Lundberg tested several concepts before landing on new designs that were both on-brand and give the well-loved snacks “shelf pop” among potential new consumers. “Fans of our Rice Chips can still expect the same great taste and flavors they love and crave, but with a brand new look,” said Grant Lundberg, CEO of Lundberg Family Farms.



Earlier this year, Lundberg debuted Sriracha and Smoky Maple as the two newest flavors in its lineup of Rice Chips, which are also available in Sea Salt, Fiesta Lime, Honey Dijon, Pico de Gallo, Sante Fe Barbecue, Sesame Seaweed and Wasabi. Rice Chips and other Lundberg Family Farms products are sold in organic and natural food stores, food co-ops and major grocers across the country. For more information, recipes and serving ideas, visit [Lundberg.com](http://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](http://Lundberg.com) and follow us on [Facebook](https://www.facebook.com/LundbergFamilyFarms), [Pinterest](https://www.pinterest.com/LundbergFamilyFarms), [Twitter](https://twitter.com/LundbergFamilyFarms) and [Instagram](https://www.instagram.com/LundbergFamilyFarms).