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LUNDBERG FAMILY FARMS DEBUTS A NEW DESIGN FOR ITS POPULAR RICE LINES

RICHVALE, CA, SEPTEMBER 25, 2012 – Lundberg Family Farms unveils a new look for its leading organic and eco-farmed rice lines. The new design offers innovation and convenience with a flat-bottom, stand-up bag that is re-closable with the VELCRO® Brand PRESS-LOK™ closure technology. The new packages will arrive on store shelves this fall and will be the first food product within the U.S. to feature this innovation in flexible packaging.

“We are constantly seeking new ways to improve our consumer’s experience, and the new re-closable package is a clear enhancement to our brand,” said Grant Lundberg, CEO of the 75-year-old, family-owned company. “The new stand-up package design is better for our retailers, who will find that it’s easier to shelve and display, and it’s better for our consumers, who will appreciate the ease and convenience of a re-closable, stand-up bag.”

The re-closable feature is a unique solution in the industry that offers consumers the ultimate in convenience. The package can be easily opened without the use of tools and the proprietary hook-to-hook technology makes it easy to re-seal the package to ensure clean and safe storage.

Lundberg Family Farms worked with manufacturer PEEL Plastics Products Ltd., a recognized leader in product and process innovation, to convert their existing lay-down packaging to a flat-bottom, stand-up pouch containing Velcro Industries’ PRESS-LOK™ closure system.

The new package accompanies the debut of a new look and “product architecture” for Lundberg’s rice varieties. Starting this fall, the brand’s rice products will be organized into four groups:

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Essences - Lundberg’s collection of aromatic rice varieties such as Basmati and Jasmine.

Gourmet Blends - Versatile rice mixes, such as Wild Blend and Jubilee Blend, meld together distinctive flavors to make gourmet flair available to the home chef.



Heirlooms - Lundberg family’s traditional and unique collection of rice varieties, such as Black Japonica, Wehani, and Short Grain Brown Rice.

Voyages - Lundberg’s rice varieties from around the world, such as Sushi Rice for making Japanese sushi and Arborio for making Italian Risotto.



With the development of the new package design, Lundberg took the opportunity to expand their rice offerings by adding additional one-pound packages that were previously only available in two-pound packages. Consumers will now be able to find popular varieties like Organic Short Grain Brown Rice, White Arborio, Organic Sushi, and Organic Brown Jasmine in both one and two-pound packages on the shelf. Lundberg rice is sold at natural foods stores and supermarkets nationwide for a suggested retail price of \$3.29 for a one-pound bag and \$4.49 for two-pound bags.

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](#) and Twitter (@lundbergfarms).

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