

MEDIA CONTACT
Inez Be
Access Emanate
415-844-6254

teamlundberg@access-emanate.com

FOR IMMEDIATE RELEASE



Lundberg Family Farms New Organic Sprouted Rice & Seasoning Mix Hitting Store Shelves Nationwide

*New Product Line-up Seeks to Disrupt Boxed Side Category with
Organic Sprouted Rice in Five Flavorful Options*

RICHVALE, Calif., April 19, 2016 — [Lundberg Family Farms](http://LundbergFamilyFarms.com), a national leader in organic rice and whole grain products, today announced the availability of Organic Sprouted rice and seasoning mix. The new product line-up features sprouted whole grain brown rice and is available in five varieties: Thai Red Curry, Toasted Coconut, Chile Verde, Korean BBQ, and Vegetable Fried Rice.



“Our new Organic Sprouted rice and seasoning mixes are everything people love about our popular boxed side dishes. They’re made with real ingredients, and are easy to prepare – making them a perfect wholesome foundation for everyday meals,” said Grant Lundberg, CEO of Lundberg Family Farms. “With their diverse flavors and impressive nutritional profile from sprouted whole grains, we hope they will become a favorite new pantry staple.”

Inspired by a multitude of ethnic cuisines, all five varieties are USDA-certified organic, whole grain, gluten-free, non-GMO, vegan and kosher. As it cooks, the nutty organic sprouted brown rice infuses with real herbs and seasonings to create a delicious light meal or side dish. Organic Sprouted rice and seasoning mixes are both diverse and versatile enough to help families easily add sprouted whole grains to any meal, and can be made even more wholesome by simply stirring in fresh or frozen veggies, or by topping with a lean protein.

The base of this innovative new product is organic sprouted whole grain brown rice, which has many nutritional benefits found in traditional brown rice, but are softer in texture and easier to digest. The sprouting process exposes rice to warm, moist air to initiate germination of the rice kernel, followed by cool, dry air circulation to return the rice to a shelf-stable form. Sprouting preserves the rice’s flavor and aroma, while slightly reducing the cook time compared to un-sprouted whole grain rice, making these

MEDIA CONTACT

Inez Be

Access Emanate

415-844-6254

teamlundberg@access-emanate.com

new Organic Sprouted rice and seasoning mixes a realistic, yet nutritious and tasty weeknight meal option.

Lundberg Organic Sprouted rice and seasoning mix are available at Whole Foods Markets nationwide for a three-month exclusive (SRP: \$3.79). For more information on the new line-up, including nutritional information, and where to find it and other Lundberg products, 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](#).

###