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CONTACT:
Mysty Stewart
MacKenzie Agency
(707) 545-3280
stewart@mackenzieagency.com

LUNDBERG FAMILY FARMS INTRODUCES OLDE WORLD PILAF: TASTY, COLORFUL AND NUTRITIOUS

RICHVALE, CA, November 15, 2012—Lundberg Family Farms introduces Olde World Pilaf, a colorful blend of whole grain rice, peas and lentils, now available in a one-pound pouch in supermarkets and natural foods retailers nationwide.

Olde World Pilaf is a low-fat, low-sodium dish that is high in complex carbohydrates and dietary fiber. This unique combination forms a complete protein and can be a meal in itself, or used as a versatile, colorful accompaniment to a variety of entrees. It offers 36g of whole grains per serving, is non-GMO verified, gluten-free, vegan, and is part of Lundberg's Gourmet Blends line of rice.

"We are excited to introduce this unique rice blend in a consumer-sized pack" said Grant Lundberg, CEO of Lundberg Family Farms and a member of the third generation of Lundbergs to operate the family-owned business. "We've offered Olde World Pilaf in bulk bins for years, and are now introducing it in a one-pound size for the grocery aisle. It's a tasty combination of whole grain brown rice, Wehani® red rice, Black Japonica™ rice, black-eyed peas, lentils, green split peas, and yellow split peas."

Lundberg Family Farms Olde World Pilaf is available nationwide in stand-up pouches that are re-closable, using the patented Velcro Press Loc® technology. The suggested retail price is $3.29 per one-pound bag.

<u>About Lundberg Family Farms</u>

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 <u>www.lundberg.com</u> or follow us on <u>Facebook</u>, <u>Pinterest</u> and Twitter (@lundbergfarms).

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