



### **Lundberg Family Farms® Unveils NEW Line of “Ready to Heat” Rice**

**Richvale, CA, January 23, 2019** – [Lundberg Family Farms](http://www.lundberg.com), a national leader in organic rice, rice products and US-grown quinoa, is introducing a new format of their most popular rice and quinoa varieties. This line of pre-cooked “Ready to Heat” rice pouches are organic, non-GMO verified, gluten-free, and do not contain any oils or sodium! These convenient microwavable pouches come in four delicious offerings:

- Organic Long Grain White Rice
- Organic Short Grain Brown Rice
- Organic Lundberg Wild Blend® Rice (a blend of brown, red, black, and wild rice)
- Organic California Basmati & Quinoa (Brown Basmati rice and Tri-color Quinoa blend).

Pre-cooked and ready to serve in only 90 seconds, these handy rice pouches make a great side dish or entrée base, and provide a quick and convenient way to prepare a meal. Each 8 ounce pouch contains approximately 2 servings. Three of the varieties are whole grain, providing more than 65 grams of whole grains per serving. These products are currently available to ship to distributors with a MSRP of \$3.49 for the Wildblend®, \$3.29 for Basmati & Quinoa, and \$2.99 for the Long Grain White or Short Grain Brown rice.

For more information about Lundberg Family Farms and other products, visit [www.lundberg.com](http://www.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 rice and quinoa products while protecting and improving the environment for future generations. For more information, visit [Lundberg.com](http://www.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).