



Lundberg Family Farms® Launches NEW Line of “Ready to Heat” Rice

Richvale, Calif., April 15, 2019 – [Lundberg Family Farms](https://www.lundberg.com), a national leader in organic rice, rice products and US-grown quinoa, today announced the general availability of four new pre-cooked “Ready to Heat” rice pouches. These convenient new products can be found on store shelves nationwide!

Lundberg Family Farms new rice pouches contain quality pre-cooked organic grains and are ready to serve in only 90 seconds, offering ease for consumers who want a quick meal. They are USDA Organic certified, non-GMO verified, gluten-free, and do not contain any oils or sodium. They make a great simple side dish, or can be used as a base to create a delicious entrée.

Available in four popular varieties:

- 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)

The new “Ready to Heat” rice packages from Lundberg Family Farms are available at an 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.

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](https://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).