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Annie Chun's Presents New Asian Convenience Line: Rice Express
Asian Food Innovator Brings New Heat-and-Eat Rice to Grocery Shelves

San Rafael, California – Annie Chun's, Inc., the Northern California-based leading producer of all natural, gourmet Pan-Asian foods, has introduced restaurant quality "Heat & Eat" rice: Rice Express. All natural Rice Express comes in a shelf stable bowl and is ready to eat in just one minute in the microwave. Annie Chun's is the first company to bring this style of product to the US market.

Unique packaging allows each bowl to be individually steamed for superior taste, texture and finish – with no added oil or salt. Just like rice at an Asian restaurant or right out of the rice cooker, Annie Chun's Rice Express contains no artificial flavors, preservatives or MSG and is available in the following varieties:



Rice Express Black Pearl Rice (SRP: \$2.99/6.3oz)

Annie Chun's has combined Black Pearl Rice with healthful Sprouted Brown Rice to create the perfect blend of complex, nutty flavors. Black Pearl Rice is one of the most exotic of the dark grain rice varieties. Once reserved for the emperors of ancient China, this complex, medium-grain rice is often called "forbidden rice" and was revered for its nutritional qualities. It's rich in amino acids and high in vitamins and minerals such as iron, potassium and magnesium.

Rice Express Multi Grain Rice (SRP: \$2.99/6.3oz)

Annie Chun's flavorful and wholesome Multi Grain Rice is a unique combination of Sprouted Brown Rice, Black Pearl Rice, Millet and Indian Millet. Sprouted Brown Rice and Black Pearl Rice are both good sources of fiber, vitamins and minerals while Millet (a grain-like seed) is high in magnesium, protein, and complex B vitamins.



Rice Express Sticky White Rice (\$2.99/7.4 oz)

This delicious, restaurant quality sticky rice is ready in one minute and tastes like rice right out of the rice cooker. It is perfect paired with any Asian-style main course, steamed vegetables, meat, chicken or seafood. *Wheat Free, Gluten Free.*

Rice Express Sprouted Brown Rice (\$2.99/6.3 oz)

This unique whole grain rice is also ready in one minute. The rice has been soaked in water for over eight hours and sprouted, resulting in a softer texture than regular brown rice, and a sweet nut-like flavor. A great breakfast alternative, and delicious with vegetables or meats. *Whole Grain, Wheat Free, Gluten Free. (Featured in Good Housekeeping Magazine, January 2007 and Shape Magazine, March 2007)*



More...

About Annie Chun's

Annie Chun first began selling her sauces in 1992 at the Marin County Farmers' Market where she served samples with fresh cooked noodles and vegetables. Today, Annie Chun's Inc. is a multi-million dollar company, with distribution throughout the US, Canada, and England.

In 2005, Annie Chun's forged a strategic partnership with CJ Corp., Korea's largest food producer, strengthening the company's commitment to creating all natural, great tasting products that promote good health and further the company's goal of introducing new and exciting Asian foods to the American consumer.

Annie Chun's All Natural Sauces, Noodles, Noodles & Sauce, Noodle Bowls, Soup Bowls, Noodle Express, Sushi Wraps and Rice Express are available nationwide in gourmet, natural and mass market grocers such as Whole Foods, Safeway, Mollie Stone's, Fairway Market, Giant Foods, King Sooper, Fred Meyer, Kroger, Jewel, Meijer, Publix, SuperTarget, and many others coast to coast.