



# U.S. Whole Grain Aromatic Rices

## U.S. WHOLE GRAIN AROMATIC RICE CHARACTERISTICS

### PHYSICAL:

*U.S.- grown aromatics with colored brans can be long, medium or short grains*

*Typically variations of red and black brans*

*These aromatics are not milled, and are classed as whole grains with bran intact*

### COOKING:

*Cooking characteristics would be the same as whole kernel brown rices with same sizes—long, medium or short grains*

*1 cup dry rice can vary from 2 to 3 cups cooked rice depending on particular rice*

**COMMON NAMES:** Wehani, Black Japonica, red aromatic

**GROWING AREA:** California

### APPLICATIONS:

- U.S. - grown aromatic rices provide alternative to imported varieties
- U.S. - grown organic aromatics are available for organic markets
- Nutty/popcorn aroma makes these rices ideal in dishes made from dry mixes
- Different colors of aromatics gives many possibilities for recipe formulations with pastas, white and brown rices and other grain products

### QUALITY/NUTRITION INFORMATION:

- Nutrition properties of aromatic rices are the same as their rice types; long, medium or short grain
- Aromatics with colored brans are often associated with higher phytonutrient levels than rices with brown brans
- Whole grain aromatics with colored brans are classed as whole grains like brown rice.
- All rice is naturally gluten-free and can be used to make gluten-free food products
- Rice is cholesterol and sodium free, and has only a trace of fat and no trans or saturated fat
- According to the Food and Drug Administration diets rich in whole grain foods, such as [brown rice](#) and other plant foods, and low in total fat, saturated fat and cholesterol, may help reduce the risk of heart disease and certain cancers

Each 1/2 cup serving of cooked rice provides: 113 calories, 3 grams protein, 1 gram fat, 25 grams carbohydrate, and 2 grams dietary fiber.\*

\*Nutritionals adapted from Lundberg Family Farms



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# Suppliers of U.S. Whole Grain Aromatic Rice

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## **Falcon Rice Mill, Inc**

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Fax: 337-783-1568  
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## **Lundberg Family Farms**

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## **National Rice Company**

300 Drakes Landing Rd., Suite 251  
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## **RiceTec, Inc.**

P.O. Box 1305  
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Phone: 281-393-3502  
Fax: 281-756-3325  
[www.ricetec.com](http://www.ricetec.com)

## **Riverbend Rice Mill, Inc.**

P.O. Box 830  
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Phone: 530-458-8561

## **Riviana Foods Inc.**

2777 Allen Parkway  
Houston, TX 77019  
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## **Sem-Chi Rice Products Corporation**

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## **SunWest Foods, Inc.**

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