



ORIGINAL CONVERTED® BRAND RICE



Grilled Snapper  
a la Veracruz

TAKING OUR GRAINS FROM GOOD TO GREAT.

UNCLE BEN'S® improved Original CONVERTED® Brand Rice delivers noticeably better taste, texture and overall performance.

## Evolving taste and performance.

As America's number one rice brand, Uncle Ben's® ensures the highest quality from start to finish. This includes the careful selection of our rice, using fewer than 10 specific varieties grown in the Mississippi Delta. By comparison, competitors' rice can include up to 20,000 varieties leading to a lower quality product.

Along with selective growing and harvesting practices, we're continuously improving our process to meet consumer preferences. Our improved UNCLE BEN'S® Original CONVERTED® Brand Rice is preferred over the previous product with better taste and texture<sup>1</sup>.

USING FEWER THAN **10** VARIETIES

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COMPETITORS' RICE CAN INCLUDE **20,000** VARIETIES



## Our Improved Process



# Applewood Bacon & Egg Breakfast Fried Rice



Comforting one-dish breakfast features UNCLE BEN'S® Original CONVERTED® Brand Rice stir-fried with crisp bits of crumbled thick-sliced applewood smoked bacon and fluffy scrambled egg, garnished with fresh chopped tomato and green onion.

*Yield: 12 Servings*

INGREDIENTS	QUANTITY	DIRECTIONS
UNCLE BEN'S® Original CONVERTED® Brand Rice, cooked, chilled	18 cups	1. Prepare rice according to package directions; chill.
vegetable oil	2 tbsp.	
butter	¼ cup	
eggs, beaten	12	
diced applewood smoked bacon, cooked crisp	3 cups	2. Working in several smaller batches, heat 1 tablespoon oil in a large skillet over medium heat. Add 9 cups rice and stir-fry until fully heated.
kosher salt	1 tsp.	
coarse ground black pepper	1 tsp.	3. Move rice to outer edges of skillet, forming a large well in center of skillet. Add 2 tablespoons butter and heat until foamy; add 6 beaten eggs and stir until partially scrambled. Add 1½ cups bacon and stir-fry the rice mixture until egg is cooked. Season with ½ teaspoon each of salt and black pepper. Repeat with second batch. Hold warm.
tomato, fresh, chopped	6 tbsp.	
green onion, fresh, chopped	6 tbsp.	
		4. To serve, portion 1½ cups stir-fried rice on plate; garnish with ½ tablespoon each of tomatoes and green onions.



# Red Mesa Grilled Chicken with Arizona Rice Pilaf



Southwest chile butter-grilled chicken breast filets over fire roasted cream sauce served with an Arizona rice pilaf blend of UNCLE BEN'S® Original CONVERTED® Brand Rice with smoky Southwest-grilled vegetables.

*Yield: 18 Servings*

INGREDIENTS	QUANTITY	DIRECTIONS
<b>ARIZONA RICE PILAF</b>		1. To prepare Arizona Rice Pilaf, prepare rice according to package directions alternating chicken broth for water in recipe. Combine with grilled vegetables and Southwest seasoning; toss to blend. Hold warm.
chicken broth	2½ qt.	
UNCLE BEN'S® Original CONVERTED® Brand Rice, uncooked	2 lb.	
vegetables (red onion, tri-color bell pepper, zucchini, sweet potato), grilled, ¼" dice	4½ cups	
Southwest seasoning	1 tbsp.	2. To prepare Fire Roasted Cream Sauce, simmer roasted pepper puree in sauce pan over low heat until slightly reduced. Add Alfredo sauce and roasted garlic; whisk to blend. Hold warm.
<b>FIRE ROASTED CREAM SAUCE</b>		
fire roasted peppers, drained, pureed	¾ cup	3. Combine butter oil and chile seasoning; reserve. Grill mark chicken on both sides; remove from grill and brush evenly with reserved chile-butter mixture. Bake in preheated oven at 350°F until chicken is fully cooked. Hold warm.
Alfredo sauce, warm	2 cups	
roasted garlic cloves, mashed	½ tbsp.	4. To serve, portion 2 tablespoons Fire Roasted Cream Sauce on plate; top with 1 chicken breast and serve accompanied with 1¼ cups Arizona Rice Pilaf.
butter-flavored oil	1 cup	
sweet and smoky Southwest chipotle-chile seasoning, coarse ground	2 tbsp.	
boneless, skinless chicken breasts, raw	18	

# Cajun Jalapeño Smokehouse Chili



Hearty chili served over UNCLE BEN'S® Original CONVERTED® Brand Rice topped with shredded pepper jack cheese and crispy onion straws garnished with crumbled bits of smoky bacon, pickled jalapeños and chopped red onion finished with a drizzle of Cajun sour cream.

*Yield: 12 Servings*

INGREDIENTS	QUANTITY	DIRECTIONS
UNCLE BEN'S® Original CONVERTED® Brand Rice, cooked, warm	18 cups	1. Prepare rice according to package directions. Hold warm.
<b>CAJUN SOUR CREAM</b>		
sour cream	1¼ cups	2. To prepare Cajun Sour Cream, combine sour cream, heavy cream, Cajun seasoning and garlic pepper in bowl and whisk to blend. Hold chilled.
heavy cream	½ cup	
Cajun seasoning	1 tbsp.	3. To serve, portion 1½ cups rice in bowl; top with 1 cup chili and 2 tablespoons cheese. Drizzle 2 tablespoons Cajun Sour Cream over chili. Top with ½ tablespoon red onion, 1 ounce onion straws, 6 jalapeño slices and 2 tablespoons bacon.
garlic pepper	¼ tsp.	
prepared chili, warm	12 cups	
pepper jack cheese, shredded	1½ cups	
battered onion straws, crisp	12 oz.	
bacon, diced, cooked crisp	1½ cups	
jalapeño slices, fresh	72 each	
red onion, fresh, diced	6 tbsp.	



# Why UNCLE BEN'S® Original CONVERTED® Brand Rice?

Better taste • Better texture • Better performance

## Sesame-Honey Chicken & Rice

Crispy chicken tenders served with sesame-honey teriyaki sauce and chicken-fried rice comprised of wok-fried UNCLE BEN'S® Original CONVERTED® Brand Rice stir-fried with egg, soy, diced white meat chicken, green onions and baby carrots.

Yield: 12 Servings



INGREDIENTS	QUANTITY	DIRECTIONS
<b>CHICKEN-FRIED RICE</b>		
UNCLE BEN'S® Original CONVERTED® Brand Rice, cooked, chilled	12 cups	<ol style="list-style-type: none"> <li>1. Prepare rice according to package directions; chill.</li> <li>2. To prepare Chicken-Fried Rice, working in several smaller batches, heat ½ tablespoon each of vegetable oil and sesame oil in large skillet over medium-high heat. Add 1 pound chicken and stir-fry until fully cooked. Remove from skillet and reserve.</li> <li>3. Add 1 tablespoon each of vegetable oil and sesame oil to skillet and heat; add 6 cups chilled rice and 4 ounces carrots. Stir-fry until rice is fully heated. Add 2 beaten eggs and stir-fry until eggs are cooked. Add ¼ cup green onions and 2 tablespoons soy sauce and stir-fry to blend. Repeat with second batch. Hold warm.</li> <li>4. To prepare Sesame-Honey Sauce, combine teriyaki glaze, honey, sesame oil and sesame seeds in bowl and whisk to blend.</li> <li>5. To serve, portion 1¼ cups Chicken-Fried Rice on plate. Portion 2 tablespoons Sesame-Honey Sauce in ramekin and arrange on plate with 2 chicken tenders.</li> </ol>
vegetable oil	3 tbsp.	
sesame oil	3 tbsp.	
white meat chicken, raw, ½" dice, seasoned with salt and pepper	2 lb.	
baby carrots, blanched, diagonal-sliced	8 oz.	
eggs, beaten	4	
green onions, fresh, chopped	½ cup	
soy sauce	¼ cup	
<b>SESAME-HONEY SAUCE</b>		
teriyaki glaze, prepared	1¼ cups	
honey	½ cup	
sesame oil	2 tbsp.	
toasted sesame seeds	2 tbsp.	
breaded chicken tenders, deep fried, warm	24	



## Teriyaki Chicken with Sesame-Lime Rice



Chargrilled chicken breast filet basted with sesame teriyaki glaze is served with smoky sesame-lime UNCLE BEN'S® Original CONVERTED® Brand Rice garnished with toasted sesame seeds and a lime wedge.

Yield: 18 Servings

INGREDIENTS	QUANTITY	DIRECTIONS
<b>SESAME LIME RICE</b>		
UNCLE BEN'S® Original CONVERTED® Brand Rice, cooked, chilled	18 cups	<ol style="list-style-type: none"> <li>1. To prepare Sesame-Lime Rice, prepare rice according to package directions; add vegetable oil, sesame seeds, sesame oil, lime zest, garlic pepper and salt and toss to blend. Hold warm.</li> <li>2. Chargrill chicken over medium-high heat until fully cooked. Brush filets evenly with sesame teriyaki glaze and grill for 1 minute on each side to caramelize glaze. Hold warm.</li> <li>3. To serve, diagonal-slice 1 glazed chicken filet and arrange on plate with 1 cup Sesame-Lime Rice and 1 lime wedge.</li> </ol>
vegetable oil	¼ cup	
sesame seeds, toasted	¼ cup	
sesame oil	1½ tbsp.	
lime zest	1 tbsp.	
garlic pepper	1 tbsp.	
kosher salt	1 tsp.	
boneless, skinless chicken breasts, raw	18	
sesame teriyaki glaze, prepared	2¼ cups	
lime wedges	18	

## Product Specifications

UNCLE BEN'S® ORIGINAL CONVERTED® Brand Rice

Product Code	Case Size	Serving Size		Approximate Number of Servings Per Case	Approximate Portion Cost**	Serving Size		Approximate Number of Servings Per Case	Approximate Portion Cost**
		Cup	Scoop			Cup	Scoop		
01101	25 lb.	⅓	#12	720	3.4¢	½	#8	480	5.1¢
01124	2/10lbs.	⅓	#12	576	4.0¢	½	#8	384	6.0¢
01103	50 lb.	⅓	#12	1440	3.25¢	½	#8	960	4.8¢

\*\*Approximate portion costs are calculated using truck load list price and 25 percent distributor markup.

For additional recipes and menu ideas with nutrition numbers in your favor, visit [www.marsfoodservices.com](http://www.marsfoodservices.com) or call 1.800.432.2331.