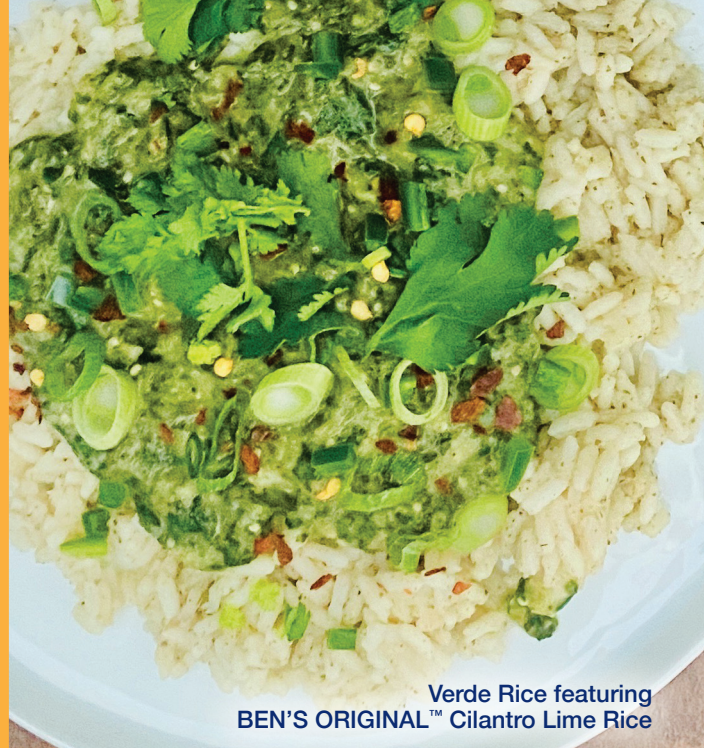


Introducing!

Two new flavored rice varieties for endless menu possibilities



Verde Rice featuring
BEN'S ORIGINAL™ Cilantro Lime Rice

Elevate signature center-of-the-plate dishes with authentic, chef-crafted flavors for maximum customer appeal.

BEN'S ORIGINAL™ Cilantro Lime Rice



With fresh pops of cilantro and a bright, flavorful lime finish, it's easy to turn bland into irresistible with this trending flavor combination.

BEN'S ORIGINAL™ Dirty Rice



Bring the flavors of the South to any meal with the perfect blend of vegetables and aromatic spices.

SIMPLE & TASTY RECIPE INSPO ON BACK!

1. Datassential Menu Trends, April 2023
2. Datassential Flavor, April 2023

Ben's Original™

PERFECT
EVERY TIME™

menu the possibilities



Al Pastor Chicken Burrito Bowl featuring
BEN'S ORIGINAL™ Cilantro Lime Rice



Shrimp Po'Boy Rice Bowl featuring
BEN'S ORIGINAL™ Dirty Rice

A hearty burrito bowl loaded with al pastor marinated chicken thighs, pico de gallo, roasted tomato & pineapple salsa, featuring BEN'S ORIGINAL™ Cilantro Lime Rice.

This Louisiana classic tops BEN'S ORIGINAL™ Dirty Rice with crispy fried shrimp, roasted corn, spicy remoulade, wilted kale, tomato and pickles.

BEN'S ORIGINAL™ Rice cooks up fuller and fluffier providing greater yields with longer hold times all with the trending flavors customers crave.



- No artificial flavors
- No colors from artificial sources
- Low fat
- Low saturated fat
- Low cholesterol
- No partially hydrogenated oils
- No added MSG

GTIN	Product	ZREP	Pack Size
10054800425515	BEN'S ORIGINAL™ Cilantro Lime Rice	455413	6/26.6oz
10054800425522	BEN'S ORIGINAL™ Dirty Rice	455406	6/24.6oz

Recipes. Inspiration. Rebates.

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Ben's
Original™

PERFECT
EVERY TIME™