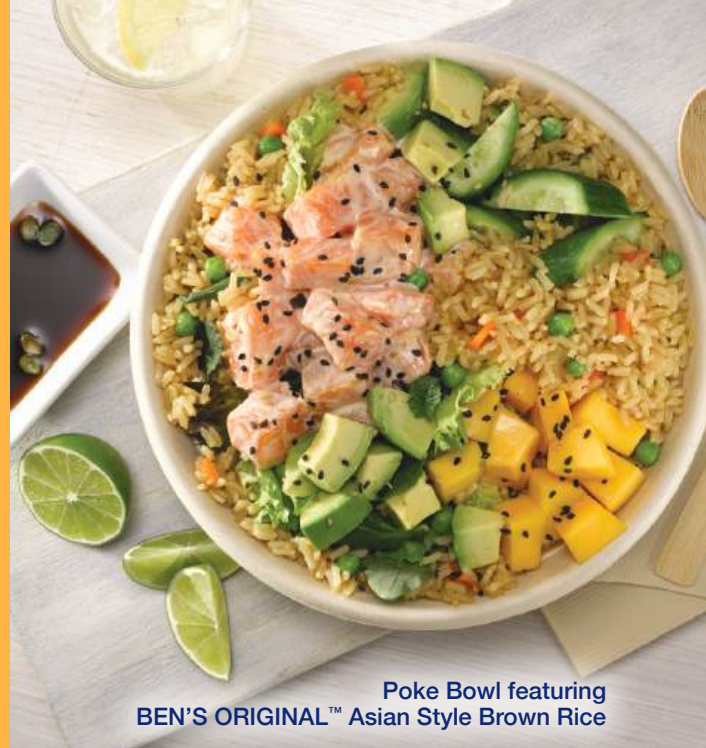


Two top flavored rice varieties are back and better than ever!



Poke Bowl featuring
BEN'S ORIGINAL™ Asian Style Brown Rice

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

BEN'S ORIGINAL™ Asian Style Brown Rice

NEW
RECIPE!



38%

of consumers' last
global dish was Asian
influenced¹

A wholesome blend of nutty brown rice, red bell peppers and tender carrots brings a delightful savory-sweet balance to any Asian-inspired dish.

BEN'S ORIGINAL™ Roasted Chicken Flavored Brown Rice

NEW
RECIPE!



Pair with the
#1
growing flavor trend,
Nashville Hot²

Roasted chicken flavor meets whole-grain goodness in this versatile brown rice, perfect for any menu.

SIMPLE & TASTY RECIPE INSPO ON BACK!

Ben's Original™

**PERFECT
EVERY TIME™**

1. Global Flavors Keynote, Datassential, March 2024
2. Chicken Inspiration Report, Datassential, February 2024



Lean Green Power Bowl featuring BEN'S ORIGINAL™
Roasted Chicken Flavored Brown Rice

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

flavor forward exceptional performance

A world of flavor awaits. Versatile BEN'S ORIGINAL™ rice cooks up fuller and fluffier, providing greater yields with longer hold times, and offers the international tastes customers crave.

- Low Fat
- Low Saturated Fat
- Low Cholesterol
- No Partially Hydrogenated Oils
- No Added MSG
- No Artificial Flavors
- No Artificial Colors
- 100% U.S.-Grown Rice

	MFG CODE	GTIN	PRODUCT DESCRIPTION	PACK SIZE
NEW!	455413	10054800425515	BEN'S ORIGINAL™ Cilantro Lime Rice	6/26.5 oz
NEW!	455406	10054800425522	BEN'S ORIGINAL™ Dirty Rice	6/24.5 oz
COMING SOON	464535	10054800425744	BEN'S ORIGINAL™ Asian Style Brown Rice NEW LOWER SODIUM	6/26.5 oz
COMING SOON	464533	10054800425720	BEN'S ORIGINAL™ Roasted Chicken Flavored Brown Rice NEW LOWER SODIUM	6/24.4 oz
	424871	10054800424266	BEN'S ORIGINAL™ Long Grain & Wild Rice Blend	6/36 oz
	424873	10054800424273	BEN'S ORIGINAL™ Long Grain & Wild Rice Garden Blend	6/36 oz
	424857	10054800424198	BEN'S ORIGINAL™ Spanish Rice	6/36 oz
	424865	10054800424235	BEN'S ORIGINAL™ Original Rice Pilaf	6/36 oz
	424859	10054800424204	BEN'S ORIGINAL™ Mexican Fiesta Rice	6/25.9 oz

Scan to watch prep video.

