

FLAVORED RICE



WHY FLAVORED RICE?

- Completes private brand rice offering
- Private brand flavored rice is underdeveloped
- Flavored rice is the single largest side dish category in dry grocery
- Broad consumer appeal fits multi demographic and culinary preferences

WHY TRINIDAD BENHAM?

- Trinidad Benham is the only store brand supplier offering bagged, instant, flavored, boil-in-bag and all-natural rice mixes
- Extensive product development process that included consumer panels
- All flavors passed third party preference testing vs. leading national brand
- Items can be shipped with beans and rice
- Packaging facilities are SQF certified
- Majority of company revenue derived from store brand programs
- Fill rates of over 99% on shipments company wide

Flavored Rice Mixes

Beef Flavored Rice

Broccoli Au Gratin

Chicken Flavored Rice

Fried Rice

Rice Pilaf

Long Grain and Wild Rice

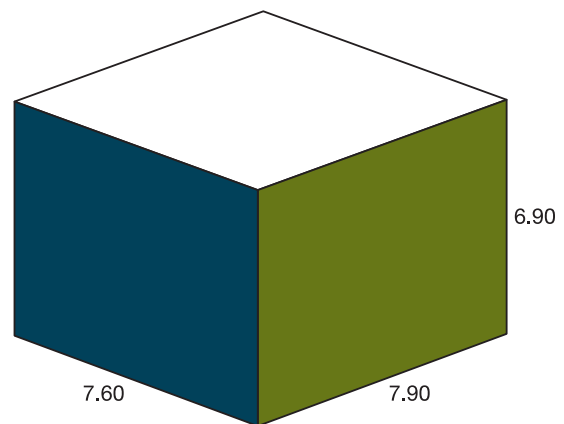
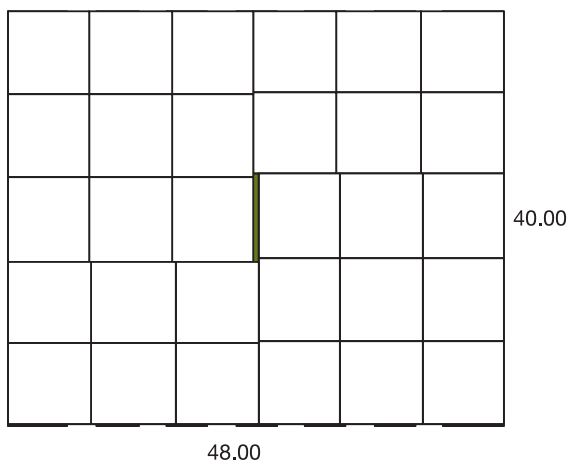
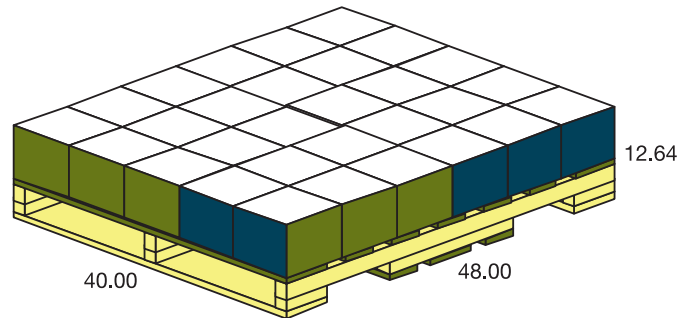
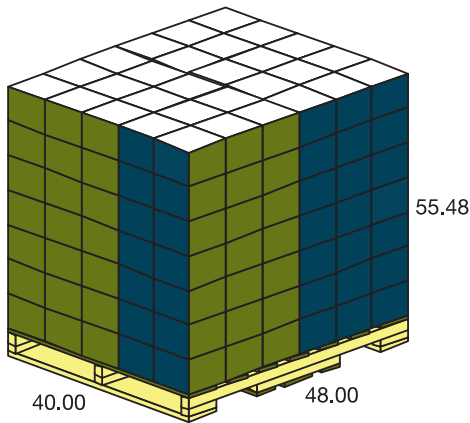
Spanish Rice

*Broad consumer appeal
fits multi demographic
and culinary preferences!*



FLAVORED RICE

Item Description	Package Size	Product Size	Case Dimensions	Cube	Ti/Hi	Ship Weight
Beef Flavored Rice	12	6.8 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	6.2 lbs
Broccoli Au Gratin Flavored Rice	12	6.5 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	6.0 lbs
Chicken Flavored Rice	12	6.9 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	6.4 lbs
Fried Rice	12	6.2 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	5.7 lbs
Long Grain and Wild Rice	12	4.3 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	4.6 lbs
Rice Pilaf	12	7.2 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	6.4 lbs
Spanish Rice	12	6.8 oz	7.9"L x 7.6"W x 6.9"H	0.24	30/7	6.2 lbs



Contact your sales representative for additional information. Information is subject to change.

INSTANT RICE



WHY INSTANT RICE?

- Appeals to convenience oriented consumer trends
- Completes private brand rice offering
- National branded product offers no product differentiation
- Brown instant rice is WIC eligible in select states
- Private brand instant rice is underdeveloped

WHY TRINIDAD BENHAM?

- Trinidad Benham is the only store brand supplier offering bagged, instant, flavored, boil-in-bag and all-natural rice mixes
- Serving sizes and packaging are similar to national brand for better shelf alignment and comparison
- Items can be shipped with beans and rice
- Packaging facilities are SQF certified
- Majority of company revenue derived from private label/store brand programs
- Fill rates of over 99% on shipments company wide

Full Line Rice Program

Trinidad Benham is the only store brand supplier offering bagged, instant, flavored, boil-in-bag and all-natural rice mixes.

Complete your private brand rice offering with a national brand equivalent instant rice!



INSTANT RICE

Item Description	Package Size	Product Size	Case Dimensions	Cube	Ti/Hi	Ship Weight
Instant Long Grain White Rice	12	14 oz	12.1"L x 10.1 "W x 9.2"H	0.65	12/7	12.7 lbs
Instant Long Grain Brown Rice	12	14 oz	12.1"L x 10.1 "W x 9.2"H	0.65	12/7	12.7 lbs
Instant Long Grain Brown Rice	12	16 oz	12.0"L x 9.5"W x 10.3"H	0.68	15/4	13.3 lbs
Instant Long Grain White Rice	12	28 oz	13.9"L x 13.1"W x 10.8"H	1.14	9/6	25.0 lbs
Instant Long Grain White Rice	8	42 oz	22.2"L x 8.4"W x 12.2"H	1.32	9/6	25.0 lbs
Instant Long Grain White Rice	6	70 oz	21.0"L x 9.7"W x 12.1"H	1.43	8/5	30.4 lbs
Boil-in-Bag Long Grain White Rice	12	14 oz	14.3"L x 10.5"W x 9.2"H	0.8	11/8	12.8 lbs
Boil-in-Bag Long Grain Brown Rice	12	14 oz	14.3"L x 10.5"W x 9.2"H	0.8	11/8	12.8 lbs

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