

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

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