

STORY IDEAS  
FOR SHOPPER  
AND MEDIA  
COMMUNICATIONS

There’s always a reason for you, your shoppers, and the media to **Think Rice**—the versatile, healthful, and convenient choice. Here are just a few ideas for thinking, writing, and talking about rice in your retail and local media communications year-round.



Nutrition for  
the New Year

**The research is in—and rice eaters are healthier eaters!** At only 100 calories per serving, rice is a smart choice for the millions of Americans who want to lose a few pounds or maintain a healthy weight. Start your New Year right with [Teriyaki Salmon with Gingered Vegetable Brown Rice!](#)

**February is American Heart Month.** Did you know whole grains, such as brown rice, help reduce the risk of chronic illnesses, including heart disease and certain cancers? Research shows that

rice eaters may also lower their risk of high blood pressure by 34%. Show your heart some love this month and dig in to this [Wild & Brown Rice and Massaged Kale Salad](#).

**March is National Nutrition Month**—the perfect time to Think Rice! Nutrient-rich and containing more than 15 vitamins and minerals, rice helps consumers meet MyPlate guidelines for a healthful diet. Try [Brown Rice with Sizzling Chicken and Vegetables](#) to boost your whole grain intake during National Nutrition Month!

Spring into  
Healthful Habits

**It’s time to spring clean your pantry**...and your diet! U.S.-grown rice is a wholesome, nutritious, and sustainable food you can feel good about eating. When you choose U.S.-grown rice you are supporting America’s rice farmers, the environment, and your health. So dig in with [Springtime Brown Rice](#).

**May is Celiac Disease Awareness Month.** More than 2 million people in the U.S. have celiac disease – and eating a gluten-free diet is essential to controlling symptoms and preventing complications. Enriched white

rice and whole grain brown rice are naturally gluten-free, making rice a great choice for people with gluten sensitivities. Flavor and nutrition don’t have to be sacrificed when following a gluten-free diet, see for yourself with [Chunky Vegetarian Rice Chili](#).

**Did you know that 9 in 10 Americans don’t eat enough whole grains?** Step up your whole grain intake with U.S.-grown brown, black, red, and wild rice. New to whole grain rice? Try mixing brown and white rice in your favorite dish for added flavor and nutritional benefits. Try a whole grain take on these [Greek Rice Stuffed Tomatoes](#).



For additional information  
on the health benefits of rice  
and more recipes,  
visit [www.thinkrice.com](http://www.thinkrice.com)

Don’t Take  
a Summer  
Vacation from  
Healthy Eating

**Ditch the old standbys and try something new this BBQ season!** Swap that potato salad for a refreshing chilled rice salad. With its endless versatility, rice can complement any grilled lean proteins – while serving up the complex carbohydrates your mind and muscles need to function and get through long summer days. One [Tropical Wild Rice Medley Salad](#) coming up!

**Get the whole family involved in the kitchen** with nutritious, delicious and easy-to-cook meals! Rice is a nutrient-rich complex carbohydrate that helps families meet MyPlate guidelines for a healthful diet and provides the energy a body needs for physical activity. Get kids excited about rice’s myriad health benefits and have them help make these fun [Southwest Salsa Rice Bites](#).

**September is National Rice Month!** Did you know that more than 85% of the rice consumed in the U.S. is homegrown by U.S. rice farmers? Support your local farmers this September by cooking up some versatile, nutrient-packed U.S.-grown rice! Try [Mediterranean Eggplant, Artichoke and Feta Rice Salad](#) for a new twist.



Weather the  
Holiday Eating  
Frenzy with Rice

**Fall in love with fall harvest!** Rice partners perfectly with other nutritious fall foods such as winter squashes, apples, and cauliflower. Not to mention, it’s sodium-free and cholesterol-free, making it part of a healthy diet. Check out this fall favorite: [Apple-Sage Wild Rice Stuffing!](#)

**Looking for ways to avoid holiday weight gain** while still enjoying traditional holiday flavors? Think Rice. It’s low in calories, providing approximately 100 calories per ½ cup cooked serving, and is versatile enough to fit every holiday occasion. From [Cranberry Pecan Rice Pilaf](#) at Thanksgiving to [Cinnamon Rice Pudding](#) at Christmas, rice has you covered.

