

# Innovation and Clean Label Instant and Parboiled Rice Products



Riviana Foods Inc.  
PO Box 2636  
Houston, Texas 77252

[www.rivianaindustrial.com](http://www.rivianaindustrial.com)  
[industrialsales@riviana.com](mailto:industrialsales@riviana.com)



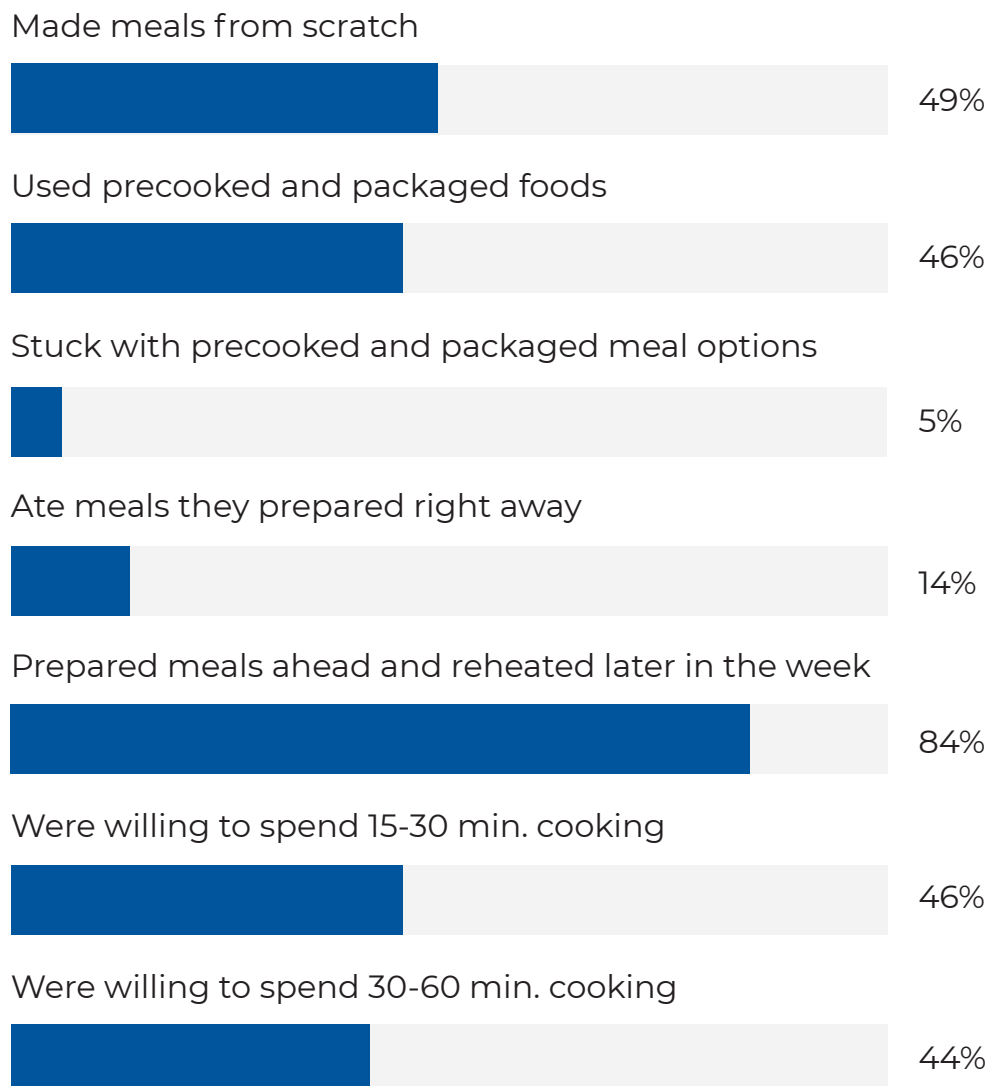


The current fast-paced lifestyle of most consumers leads them to choose simpler and healthier food options. In fact, convenience has highly impacted the food industry as a key feature that consumers are actively seeking out.

During and after lockdowns due to the Covid-19 pandemic, consumer behavior towards cooking has shifted substantially. People are choosing to incorporate precooked and packaged foods into their meals. Also, slightly more people are choosing to spend less than 30 minutes cooking meals. Furthermore, 84% choose to prepare meals ahead of time and consume later on, whereas only 14% are enjoying meals right after they have been prepared.



# Cooking Behavior During Covid-19



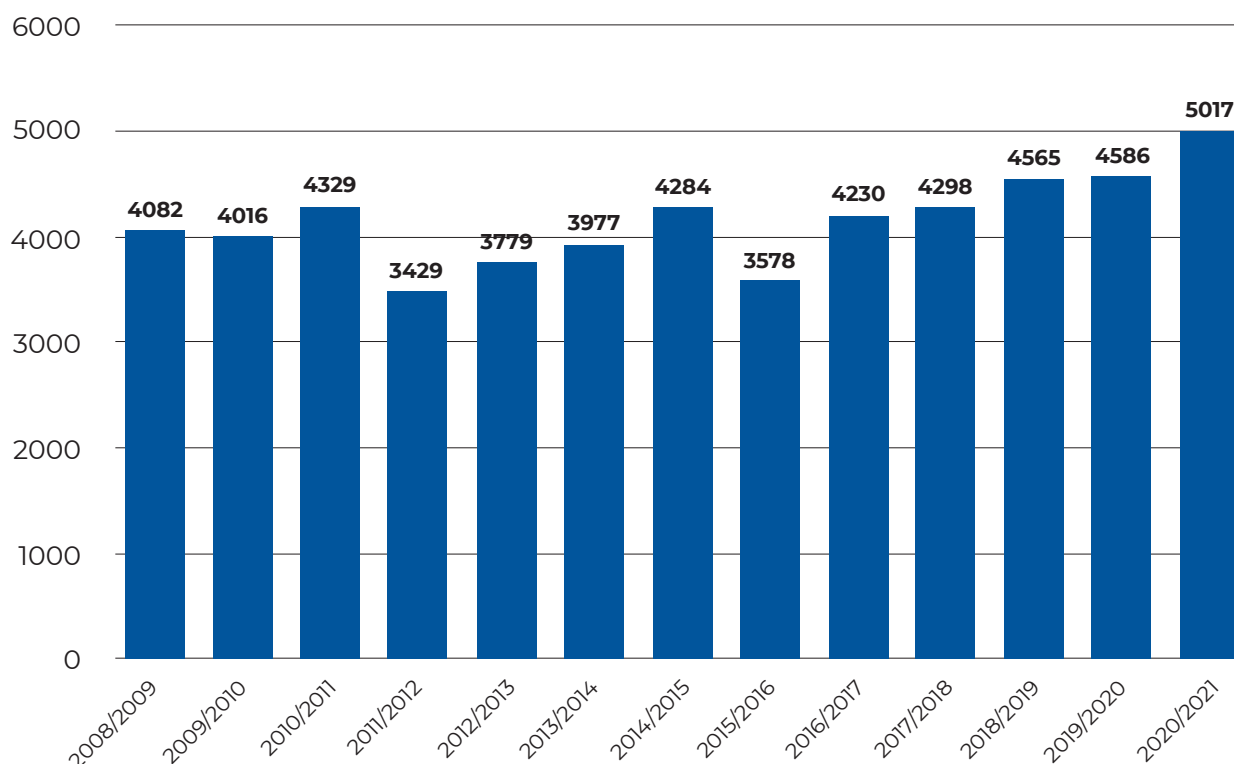
Source: IFT

For many American households, rice is a staple ingredient used as the foundation of almost any meal of the day. Depending on the method used and variety, long cook rice takes from 15 to 45 minutes to be cooked through. This long cooking time of rice is one of the limiting factors in its consumption. However, food engineering and state of the art manufacturing processes have made this product more convenient.

These engineering and manufacturing processes start with 100% natural rice that

is then partially or fully precooked in order to improve shelf life and shorten cooking time. All of this is done while maintaining a superior level of quality, without sacrificing texture or taste.

In the United States, statistics show that rice has been and continues to be one of the most consumed grains, with a stable growth in metric tons consumed since 2016. The fiscal year for 2020/2021 showed a peak in consumption when compared with previous years.



Source: Statista 2021

### "Free Food"

U.S. rice is naturally sodium-, cholesterol-, gluten-, and GMO-free.

### 100 Calories

One half-cup serving of cooked rice contains around 100 calories.

### Energy Booster

Rice is a complex carbohydrate that helps fuel your body and brain.

### Whole Grain

One cup of cooked brown rice provides two of the three recommended daily servings of whole grains, wild, black, red, and purple rice are also 100% whole grain.

### 15+ Vitamins & Minerals

Rice is a source of more than 15 essential vitamins and minerals including, folic acid, B vitamins, potassium, magnesium, selenium, fiber, iron, and zinc.



# Instant Rice

100% natural rice is cooked and dehydrated for a quicker and more convenient meal solution. This is true for a wide variety of products, from specialty rice to certified organic products, whole grains, and white rice for microwave and meal-in-a-cup applications. All are manufactured with higher quality and with rehydration times fluctuating between 3 and 10 minutes, depending on the grain type. Riviana Foods offers the widest variety in Instant Rice products.



*Instant Rice IR-300 is a specially precooked, long grain white rice that requires no actual cooking. It rehydrates readily within five minutes of adding hot water.*



**Cook time:  
4 to 10 minutes**

Riviana has the widest specialty instant rice line in the industry as includes arborio, red, black, wild, jasmine and basmati. All of these varieties cook in 4 to 10 minutes.



**Arborio rice**



**Red rice**



**Black rice**



**Wild rice**



**Basmati rice**



**Jasmine rice**

# Parboiled Rice

The processing for Parboiled Rice results in grains with a more separate appearance and a firmer texture, with a slightly longer cooking time than Instant varieties. Parboiling consists of steeping rough rice in hot water, steaming it and then drying it. Every step of the process is monitored for carefully controlled conditions. Afterwards, the dried rough rice is milled conventionally.

Starch from the grain is partially gelatinized when parboiled. As a result, rice becomes more resistant to overcooking or over processing.

## Parboiled Rice Applications:

- Crisp Rice
- Canned Soups
- Infant Cereals
- Breakfast Bars
- Rice Mixes
- Retort Pouches
- Dehydrated Foods
- Pet Foods

### Parboiled White Rice PB-1

Since parboiling partially gelatinizes the starch in the grain, our rice is more resistant to overcooking or over processing. Our parboiling process consists of steeping rough rice in hot water, steaming under carefully controlled conditions before it's dried and milled in the conventional manner.

### Parboiled Brown Rice PB-B

A nutritious, high-quality rice that contains all of the natural vitamins and minerals found in the bran layers and germ. We remove only the outer hull of the rice granule to preserve the grain's high protein and fiber content.

### Parboiled Medium Grain Rice

A high quality, well-milled rice produced from medium grain varieties. Excellent for use in dishes such as puddings, meat products and pet foods or to produce crisp rice.

### Parboiled Organic Rice

Parboiled organic white and brown long grain rice provides all of the great attributes of parboiled rice in an organic format.



### **Dixiebelle Rice PB-C**

A special variety of long grain rice that was originally developed to withstand canning and retort processes while maintaining an excellent texture, mouth feel and grain shape. Available in both white and brown varieties, Dixibelle rice is contract grown and specially handled as we process, store, and package it to maintain its grain identity; perfect for use in canned soups, rice mixes in retort pouches, or products that require extra processing.

### **Quick-Cooking Parboiled Brown Rice BP-100**

Our instantized, parboiled brown rice greatly reduces cooking time to 10 to 15 minutes, improves the shelf life of the grain and ensures a uniform cooking quality. Brown rice is a great choice for high protein and fiber meals.

### **Quick-Cooking Low-Moisture Parboiled White Rice P-106**

Ideally suited for use as an ingredient in dehydrated foods, this rice has a low moisture level that reduces moisture migration from rice to seasonings.

### **Quick-Cooking Parboiled White Rice P-100**

The 10 minute rehydration time of this rice is quick and easy compared to regular parboiled rice and is available in enriched and non-enriched forms.



*Riviana Foods is a full-service rice supplier that assists clients with production, packaging, product development, specifications, quality assurance and special projects. The company continuously strives to improve efficiency and works with industrial customers to discover new applications for ingredients and blends in laboratories and test kitchens.*

# Organic Rice

Increasing concerns regarding health, the environment and animal welfare are leading consumers to prefer organically produced foods. According to the highlights in the 2020 Organic Industry Survey done by the Organic Trade Association (OTA), this segment is dominated by organically grown produce with bread and grains taking almost 12% of the sales.



*55% of consumers purchase these organic foods because they believe them to be healthier than conventional products.*



*23% make these purchase decisions based on sustainability concerns.*

Mintel: US The Natural/Organic Food Shopper Market Report 2020

## USDA Organic Certified

USDA certified organic foods are grown and processed according to federal guidelines addressing soil quality, animal raising practices, pest and weed control, and use of additives, among many factors. Natural substances and physical, mechanical, or biologically based farming methods are used to the fullest extent possible.

In an effort to provide wholesome and clean rice products, Riviana ingredients are held to the highest standards. All organic rice that is grown undergoes rigorous processes and it is USDA Certified, to offer greater convenience and quality and to satisfy other consumer demands.





## About Riviana Foods

Riviana is America's leading rice company and the most extensive marketer of wild rice in the world. With more than 100 years of experience, there has been a continued growth towards pursuing superior products, prime harvests and comprehensive consumer satisfaction. From the farm to the consumer, the company is committed to producing the cleanest, most wholesome rice products available.

The product varieties that are offered cover a full range of rice ingredients, Gluten Free and organic varieties that can be used in many applications such as meals, children cereal, and breakfast bars among many others. Riviana Foods is at the forefront of innovation, with state-of-the-art facilities and equipment for optimized processes. The network of manufacturing and distribution centers located throughout the country ensures fast and on-time deliveries.



## References:

1. Atchley, C., 2021. Organic grains gain momentum. Foodbusinessnews.net. Available at: <https://www.foodbusinessnews.net/articles/18686-organic-grains-gain-momentum>
2. Deloitte. 2020. Convenience – Anything, anytime, anywhere. Available at: <https://www2.deloitte.com/content/dam/Deloitte/de/Documents/consumer-business/convenience-food-study1.pdf>
3. Dixon, W., Morales-Contreras, B., Kongchum, M., Xu, Z., Harrell, D., Moskowicz, H. and Wicker, L., 2020. Aroma, Quality, and Consumer Mindsets for Shelf-Stable Rice Thermally Processed by Reciprocal Agitation. Foods, 9(11), p.1559.
4. Economic Research Service USDA. 2002. Recent Growth Patterns in the U.S. Organic Foods Market. Available at: [https://www.ers.usda.gov/webdocs/publications/42455/12915\\_aib777\\_1\\_L.pdf?v=8119](https://www.ers.usda.gov/webdocs/publications/42455/12915_aib777_1_L.pdf?v=8119)
5. IFT. 2020. Home cooking during Covid-19.
6. Mintel. 2020. US The Natural/Organic Food Shopper Market Report 2020
7. Statista. 2021. Rice consumption in the U.S. 2020/2021 | Statista. Available at: <https://www.statista.com/statistics/255981/total-us-rice-consumption/>
8. USDA. 2019. Organic 101: What the USDA Organic Label Means. Available at: <https://www.usda.gov/media/blog/2012/03/22/organic-101-what-usda-organic-label-means>

# Innovation and Clean Label Instant and Parboiled Rice Products



Riviana Foods Inc.  
PO Box 2636  
Houston, Texas 77252

[www.rivianaindustrial.com](http://www.rivianaindustrial.com)  
[industrialsales@riviana.com](mailto:industrialsales@riviana.com)

