



# RICE: FACT VS. FICTION



While diet fads come and go,  
everyone wants wholesome food  
for their families.

When it comes to rice you have to separate fact  
from fiction. Here's what you need to know about  
the world's most popular grain.

## FICTION:

EATING WHITE RICE IS LIKE EATING SUGAR.

## FACT:

UNLIKE SIMPLE SUGARS, WHITE RICE:

- Is composed of complex carbohydrates
- Helps the body maintain consistent energy levels
- Contains fiber, protein and other beneficial nutrients

## FICTION:

WHITE RICE HAS ZERO NUTRITIONAL VALUE.

## FACT:

ON THE CONTRARY, WHITE RICE CONTAINS  
ESSENTIAL NUTRIENTS LIKE

- Potassium
- Iron
- Fiber
- Protein

## FICTION:

RICE IS HIGH IN CALORIES.

## FACT:

A 1/4-cup serving of cooked RiceSelect® Texmati® White rice  
**CONTAINS ONLY 160 CALORIES,**  
making it delicious and beneficial for you.

## FICTION:

RICESELECT VARIETIES ARE NOT AUTHENTIC.

## FACT:

RICESELECT HAS CULTIVATED TEXMATI,  
WHICH IS A PROPRIETARY GRAIN  
that combines the best attributes of long grain rice and Basmati rice.



Texmati is a unique, natural hybrid of  
premium Long Grain rice and Basmati rice  
that gives it a captivating aroma and fluffy  
texture. Our exceptional varieties of rice,  
including Texmati, are also Non-GMO  
Project Verified.

## FICTION:

RICE IS BORING.

## FACT:

IT IS THE OPPOSITE OF BORING.

Rice offers a vessel for creativity and expression for  
the creative home cook. Multiple RiceSelect varieties allow  
for improvising with different tastes and textures: Texmati White, Texmati Brown,  
Jasmati®, Royal Blend®, Arborio, Sushi and more!



To discover the best rice and recipes for any occasion, visit [RiceSelect.com](https://RiceSelect.com).



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