

# Done In 90 Seconds: New Rice Practically Revolutionizes Mealtime

(NAPSA)—Preparing rice in minutes may no longer sound so impressive with the introduction of a new line of specialty and flavored rice from a worldwide brand of quality Indian cuisine. The new rice pouches are as easy to prepare as microwave popcorn and can move from the counter to the table in 90 seconds flat.

Despite its versatility, rice, in particular specialty rice like basmati, is often left off the dinner menu because it's too time-consuming and messy to make—and almost impossible to perfect. Basmati rice is a long-grain, high-quality rice that has been cultivated in India and Pakistan over the past 8,000 years. Unlike standard white rice, basmati features a nutlike flavor and aroma and is an excellent addition to nearly any meal. Specialty or flavored rice can take at least 20 minutes of simmering and stirring to achieve the desired results. Even then, the busy cook's job isn't over as sticky pots and pans need to be cleaned up after the meal.

Now, a new rice product is about to change all that. Not only can the new rice be prepared to fluffy perfection in the microwave in only 90 seconds, it cooks directly in the pouch that it comes in, making dirty rice pans a thing of the past. The first specialty rice to cook in seconds, Patak's Pouched Rice is available nationally at Wal-Mart® Supercenters and makes one to two servings in a matter of seconds.



Valuing variety as much as convenience, Patak's Foods, USA, is introducing four flavors of its time-saving, no-mess-making basmati rice, including Yellow Rice, Coconut Flavored Rice, Garlic and Cilantro Flavored Rice and Original Basmati Rice.

Each rice variety makes a perfect accompaniment to practically any American dish. Or, for a little foreign fare, use the rice pouches to make Mexican feasts, Asian stir-fry and Indian curry dishes quickly and easily.

"American cuisine derives from a broad collection of cultures, including Indian, which makes for a wide variety of dinner-time traditions," said Meena Pathak, director of research and development for Patak's. "Rice is a staple in many of those traditions, and with the new Patak's Pouched Rice, Americans can make their favorite meals in less time, but with the same delicious taste."

Visit [www.worldfood.com](http://www.worldfood.com) for quick and easy recipes or, to locate a nearby retailer, call 1-800-726-3648.