

# Tilda Basmati Rice - the Turbo Carb

Rice is a healthy and versatile menu option as a side dish or centre plate. Are you missing out on increasing your sales?

## Why Rice?

### Customers love it!

The number of meals served with rice is growing at 11% per year \*

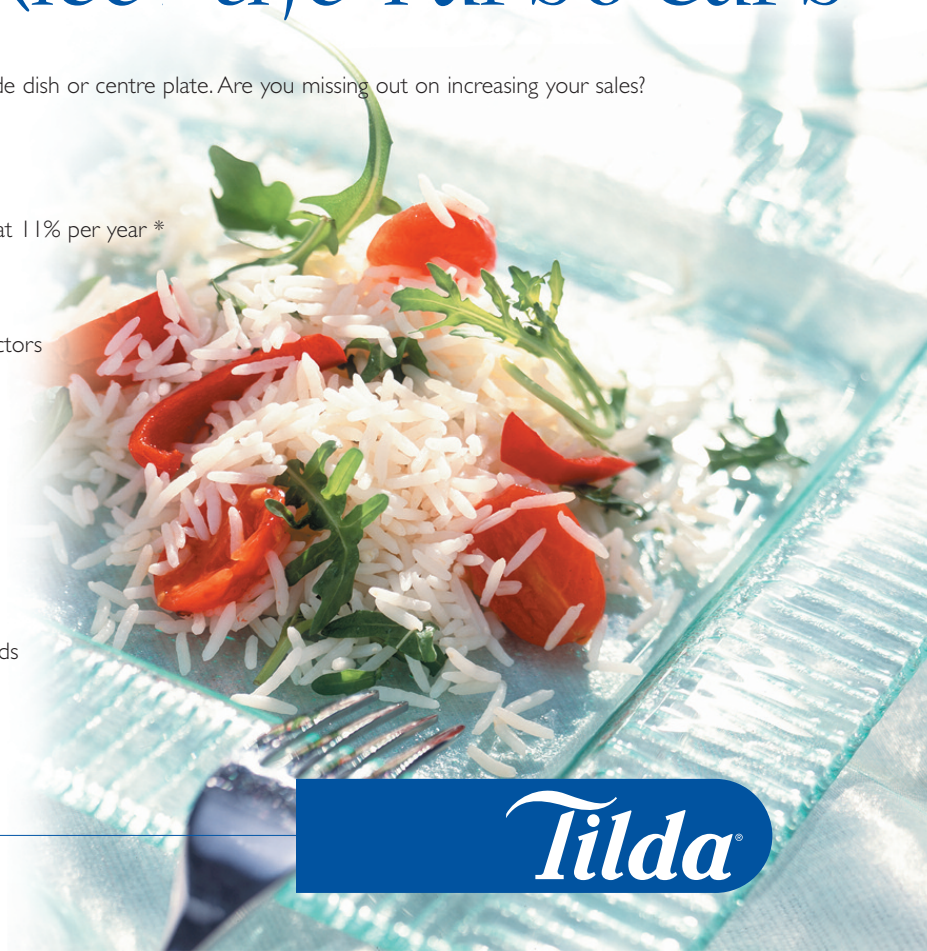
## Why Tilda?

The number 1 dry rice brand across all market sectors

## Why Basmati?

### Basmati rice is healthy....

- Low in fat
- Source of iron, zinc, calcium and B vitamins
- Contains no salt or sugar
- Contains protein and all 8 essential amino acids
- Suitable for vegans and vegetarians



**Tilda**