



Whole Grains...An Easy Transition or Processing Nightmare?

Nu-RICE®...a unique “rice bran extract”...is ready to help in the transition.

For decades cereal manufacturers have used processed grains with minimal problems. Now, consumer demands for more “healthy and natural” products have food processors testing whole grains to meet the nutritional initiative.

With changes in the raw ingredient mix, through the addition of whole grains, “What challenges are placed upon manufacturing in order to achieve a *comparable end product*”...bulk density, shape, output, cell structure, surface, bite, texture?

Nu-RICE delivers...

FUNCTIONALITY

Manage bulk density	Reduce tooth packing
Emulsification	Improve shapes, texture and bite
Create a smoother surface	Improved cell wall structure

NUTRITION...Nu-RICE...puts the “whole” in whole grain as a fortifier. Our patented process concentrates the nutrients found in rice bran:

Antioxidants	Vitamins
Minerals	Proteins
Fats (non-trans)	Carbohydrates

For nutrition information: <http://www.ribus.com/webdocs/NR-Nutritional-Analysis.pdf>

For product specifications: <http://www.ribus.com/webdocs/NR-Prod-Spec-Sheet.pdf>

COST REDUCTION

- Reduce breakage /rework material
- Increase output

CONSUMER SATISFACTION

- Consistent bite and texture
- Less breakage
- Reduce die plugging/line shut down

***Nu-RICE...FUNCTIONALITY + WHOLE GRAINS =
NUTRITIONALLY ENRICHED END PRODUCT!***

Nu-RICE is an all-natural ingredient extrusion processing aid. It is available as “Certified Organic”; Kosher Parve, Non-GMO and provides a clean label as “rice extract” (when label declaration is required).

For samples of Nu-RICE, please contact Susie Peters +1-314-727-4287 or Susie@ribus.com