



PRODUCT DATA SHEET

American Long Grain Purple Rice
Variety: Blanca Isabel Purple Rice

Product Description:

Blanca Isabel Purple Rice is a groundbreaking new variety of purple rice. It is a new high yielding, early long-grain rice variety that was developed through natural cross selection. The Blanca Isabel variety has a dark purple/ black bran layer. It is unusual in that the color is not restricted to the bran layer, but extends into the endosperm of the grain so that when milled the kernels retain a purple to lavender color, depending on the degree of milling. The color is due to the anthocyanin compounds in the kernels. Anthocyanin compounds are the compounds found in blueberries. The primary anthocyanin compounds in Blanca Isabel are cyanidin-3-O-glucoside and peonidin-3-O-glucoside. These compounds are bioactive and have been recognized as health-enhancing substances due to their antioxidant activity, anti-inflammatory, anticancer, anti-atherogenic, and anti-hypoglycemic effects.

Additionally, Blanca Isabel is the **only** purple rice variety available that has American long-grain cooking qualities. It cooks, tastes and has the texture of typical American long grain white rice. It can be used for any long grain rice recipe. Blanca Isabel Purple Rice is delicious and is suitable for anyone who likes rice and wants to be healthier.

Typical preparation instructions are:

Add 1 cup of Blanca Isabel purple rice to 1 3/4 or 2 cups of boiling water in a two-quart pot. Reduce heat to low and cook until all water is absorbed by the rice, about 15-18 minutes. Remove from heat, fluff with fork and cover for about 5 minutes. Cooked rice should be the color of the dry rice or a little deeper in color. Can be cooked in rice cooker. Cooks the same as white rice.

Suggested Ingredient Statement: Long Grain American Purple Rice

Shelf Life: 12 months or slightly longer if stored in below 75_F in a dry, insects /rodent / odor-free environment avoiding direct sunlight and / high humidity Keep it fresh: Store in a cool, dry

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area. Once opened, place rice in a sealed airtight container or place original package in a re-sealable heavy-duty freezer bag. For added protection, store rice in the refrigerator or freezer.

Packaging Information: Available in 60lb bulk cases: 20 bags of 3lb or 60 bags of 1lb. Also available in super bags of 1250lbs.

Typical Analysis:		Nutritional Information:	
		Per 100 gms	
Protein, %	8.3	Calories, kcal	360
Fat, %	1.32	Protein, gm	8.3
Moisture, %	10.46	Carbohydrates, %	79.5
Ash, %	0.4	Fat, kcal	12
Total Dietary Fiber, %	<0.2	Trans Fat, gm	<0.05
		Sodium, mg	<6.00
		Iron, mg	0.4
		Calcium, mg	<0.1

Nutrition Facts	
Serving Size 1/4 cup (40g)	
Servings Per Container about 50	
Amount Per Serving	
Calories 140	Calories from Fat 0
%Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 30g	10%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 3g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carb	300g 375g
Dietary Fiber	25g 30g

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