

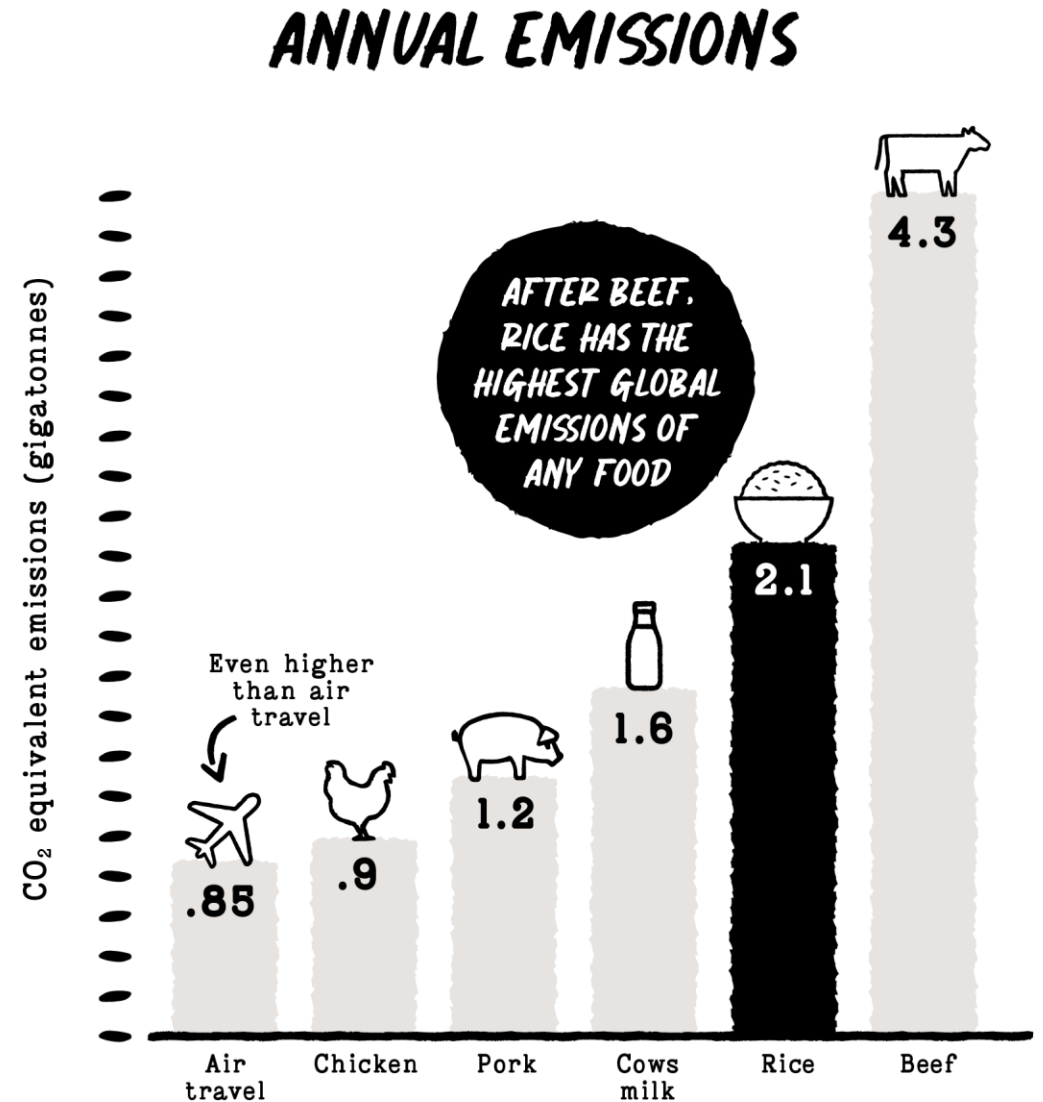
NICE
RICE



An aerial photograph of a vast rice field during the harvest season. The field is filled with rows of golden-brown rice stalks. In the center, a combine harvester is working, with several people standing nearby. In the background, there are more trees and a hazy sky. The text is overlaid in the center of the image.

WE MAKE RICE THAT'S
BIG ON FLAVOUR
BUT SMALL ON
CLIMATE FOOTPRINT

CONVENTIONAL
RICE HAS A
HUGE CO₂
FOOTPRINT



Source: The Economist

AND USES
40%
OF THE WORLD'S
AGRICULTURAL
WATER



WE'RE ON A MISSION TO MAKE SUSTAINABLY FARMED RICE THE NORM

Some simple farming changes have allowed our farmers to cut CO₂-eq emissions by 49% and save millions of litres of water.

This new approach to rice farming has been endorsed by the UN and IPCC, and formalised into a farming 'standard'.

All our farmers follow this standard, are independently checked, and have achieved the highest scores possible, earning certification as "sustainably farmed".



OUR FOUNDER
FERGUS WITH JOGI,
ONE OF OUR
BASMATI GROWERS
IN INDIA

**DATA FROM OUR FARMERS*
SHOWS OUR RICE IS HAVING
A HUGE IMPACT!**



1.23KG REDUCTION
IN CO₂-EQ EMISSIONS
PER KILO OF RICE



That's a
whopping 49%
reduction!



>3000 LITRES
OF WATER SAVED PER
KILO OF RICE

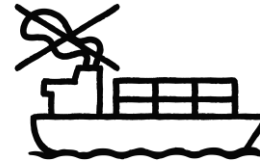


*we're the only rice brand in
the world that has this data

AND IT'S NOT JUST RICE WHERE WE'RE LEADING BY EXAMPLE



BETTER BUSINESS



Decarbonised
sea freight*



We pay farmers
a premium*



Recyclable
packaging as
standard*



2% of our
revenues go to
our corporate
Foundation*

*We're the only rice brand doing this!

WE'RE EQUALLY PASSIONATE ABOUT **QUALITY**

A wholegrain rice salad... Yum!

★★★★★ SUSTAINABLE AND DELICIOUS

"I eat a lot of rice and have been searching for a sustainable rice brand for so long. So pleased to see this. A great product. Very yummy and easy to cook."

Fredtheshred

★★★★★ EXCEPTIONAL QUALITY

"Beyond nice, this is wonderful. Great texture, fluffy, large grains with a lovely bite. Very flavourful and filling. Incredibly easy to prepare."

B1979



Investor pitch deck Feb-22



*IT'S RICE. DONE BETTER



BETTER TASTING RICE

- A single origin, heritage variety of Basmati
- Bold, exciting new flavours in our cooked rice range
- Great Taste awards across in both our ranges



BETTER FOR THE PLANET

- 49% emissions reduction compared to conventional rice
- Saving >3,000 litres of water per kilo of rice
- Recyclable packaging



BETTER KIND OF BUSINESS

- Certified B Corp
- Incentivising sustainable farming with premium prices
- Giving 2% of revenues to the NICE RICE FOUNDATION



MEET OUR RANGE...



DRY RICE:

The store cupboard staple for when time is on your side.

And we've got x4 new lines launching soon!



READY-TO-HEAT RICE:

Rice that's already perfectly cooked, for when convenience is king.

DRY RICE RANGE

Our Rice

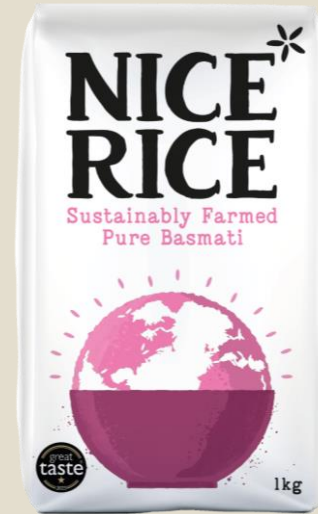
- A heritage variety of Basmati that's famed for its delicate, fluffy cooked texture and slightly sweet and nutty flavour.
- Sourced from a single farmer group in Haryana, India, ensuring our rice is high quality and consistent.

Our Packaging

- Plastic free, paper bags, fully recyclable (kerbside)
- Available in 25kg, 1kg and 500g sizes



Pure Basmati
(1kg)



Wholegrain Basmati
(1kg)



Pure Basmati
(500g)



Wholegrain Basmati
(500g)



READY-TO-HEAT RICE RANGE

Our Rice

- Our sustainably farmed Basmati, simply cooked.
- All products suitable for vegans and vegetarians.
- Can be enjoyed cold, or heated up in the microwave in 90 seconds

Our Recipes

- Bold flavour profiles
- No artificial colours, flavours or preservatives

Our Packaging

- Recyclable pouches as standard



Pure Basmati
(250g)



Wholegrain Basmati
(250g)







Smoky Chipotle
recipe (250g)



Coconut & Lemongrass
recipe (250g)



A REMINDER...

-  The UK's only sustainably farmed Basmati rice
-  Recyclable packaging across our range
-  We're purpose-led, B Corp certified and independent
-  Great Taste award winning rice



**ARE YOU
WITH US??**

