

**LEADING A SUSTAINABLE
RICE REVOLUTION...*

NICE RICE

Pure Basmati



**IT'S RICE. DONE BETTER.*

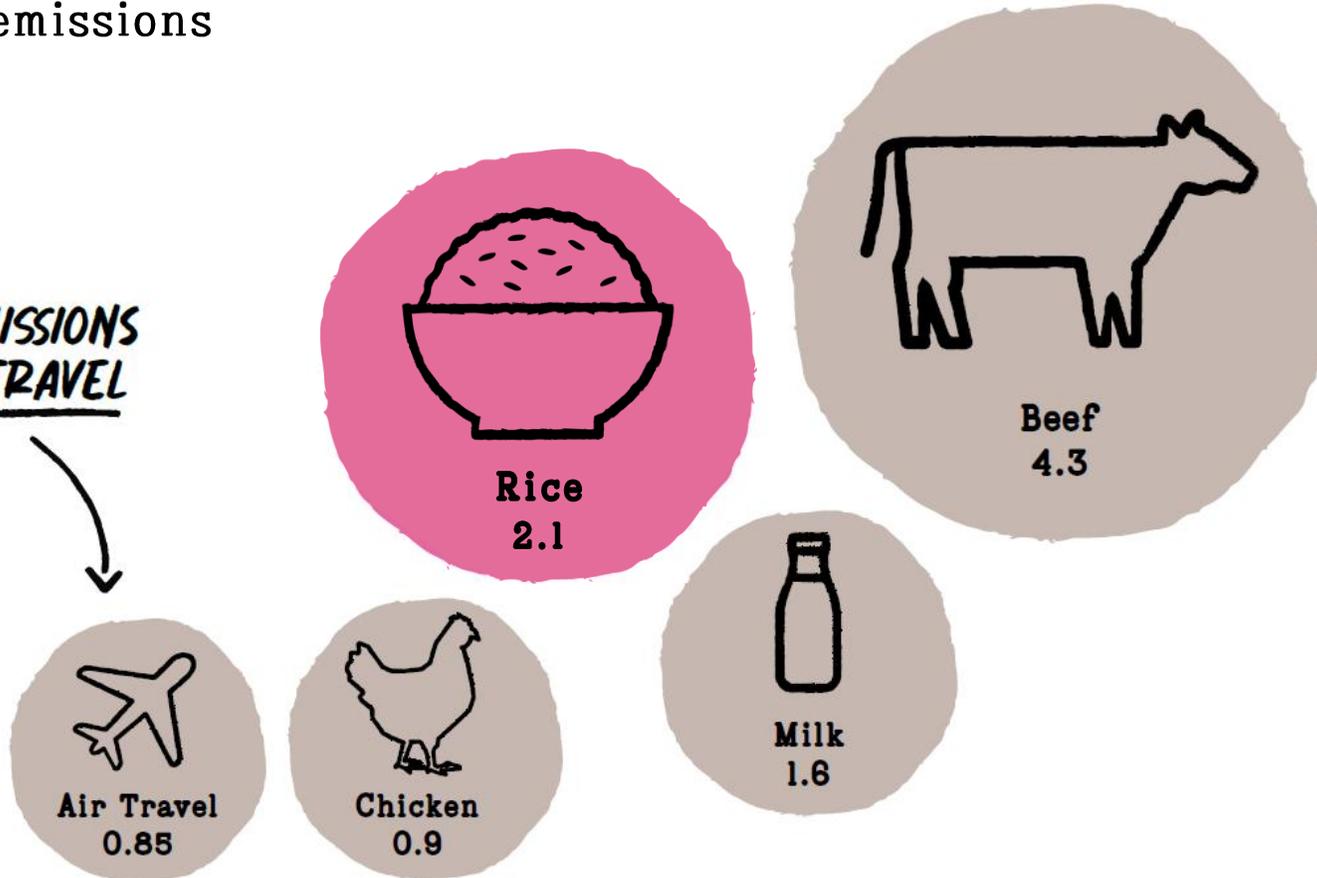
**THE ENVIRONMENTAL IMPACT OF
CONVENTIONAL RICE FARMING IS SHOCKING.**



IT PRODUCES STAGGERING GREENHOUSE GAS EMISSIONS...

Annual GHG emissions
Gigatonnes

HIGHER EMISSIONS
THAN AIR TRAVEL



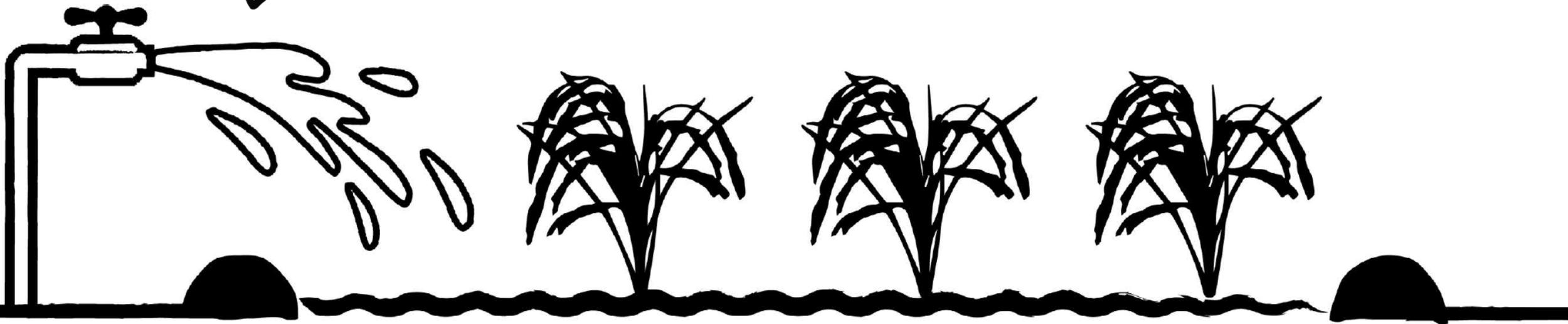
SECOND HIGHEST
FOOD EMISSIONS,
AFTER BEEF

Did you know that...

Flooded paddy fields provide a perfect environment for methane production.

...AND USES MORE WATER THAN ANY OTHER CROP

~5,000 LITRES OF
WATER USED TO GROW
JUST 1KG OF RICE!



Did you know that...

In India, 600 million people live in areas of high to extreme water stress, while 200,000 people die each year due to lack of safe drinking water

WANT TO HEAR THE GOOD NEWS?

There's a solution to the problem: sustainably farmed rice.

Our rice farmers have been certified under a sustainable farming standard, endorsed by the UN and IPCC. Based on data from their 2022 harvest, we calculated that their farms:

- cut CO₂-equivalent emissions by **49%**!
- saved **>3,000 litres** of irrigation water per kilo of rice!

WITH YOUR HELP, WE CAN CHANGE THE RICE INDUSTRY.



THIS IS FERGUS –
OUR FOUNDER

THIS IS JOGI – ONE OF
OUR SUSTAINABLE RICE
FARMERS IN INDIA

* IT'S RICE. DONE BETTER

✓ BETTER TASTING RICE

- Saving >3,000 litres of water per kilo of rice.
- Zero carbon sea freight.

✓ BETTER FOR THE PLANET

- 49% emissions reduction compared to conventional rice.
- Saving >3,000 litres of water per kilo of rice.
- Zero carbon sea freight.

✓ BETTER WAY OF DOING BUSINESS

- Incentivising farmers to take up sustainable practices.
- Giving back 2% of our revenues to farming communities.
- Born with the B Corp principles.



DRY RICE RANGE

Rice

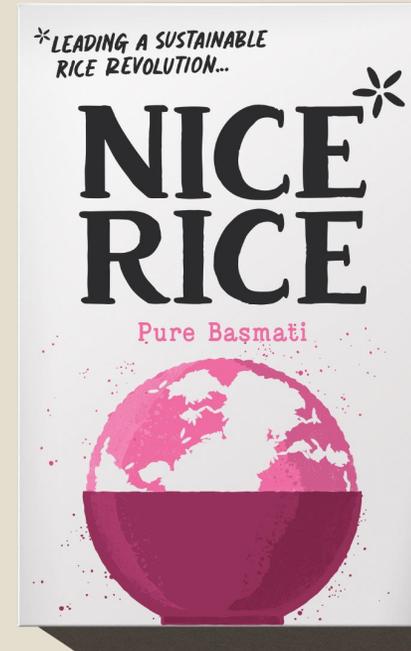
- A single heritage variety of Basmati that's famed for its delicate, fluffy cooked texture and slightly sweet and nutty flavour.
- We source all of our rice from a single farmer group in Haryana, India, and never mix grains. This gives our rice a consistently high quality texture.



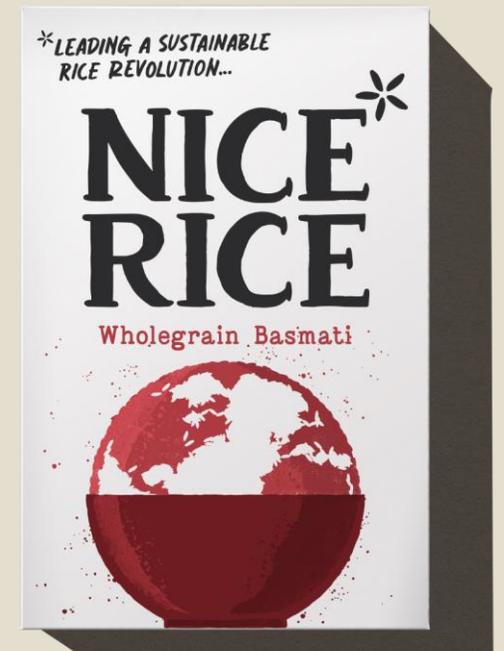
Packaging

- Innovative carton with a pouring spout
- Fully recyclable (kerbside)

Pure Basmati (1kg)



Wholegrain Basmati (1kg)



COOKED RICE RANGE

Rice

- Our signature Basmati, simply cooked.
- No artificial colours, flavours or preservatives
- All products suitable for vegans and vegetarians.
- Can be enjoyed cold, or heated up in the microwave in 90 seconds

Recipes

- Bold new flavours such as Chipotle and Provençal Herb

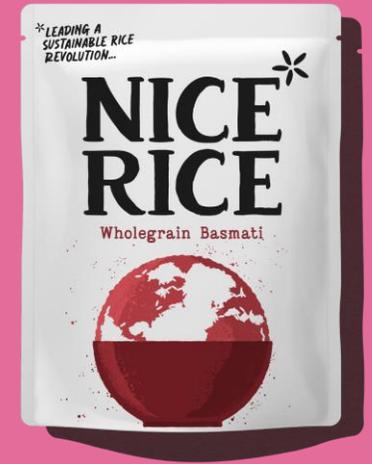
Packaging

- “Recyclable with bags at large supermarkets” (OPRL label)

Pure Basmati
(250g)



Wholegrain Basmati
(250g)



Chipotle recipe
(250g)



Provençal Herb recipe
(250g)



GET IN TOUCH!

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