



Meet us at
The International
Food & Drink Event | 17 - 20 March 2019
Stand #S2716, ExCel London.



Day 3: Know Your Rice and WIN - Champions



CONGRATULATIONS TO THE WINNERS!

IFE Event Activation: KNOW YOUR RICE AND WIN

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If "rice with anything" is your favourite dish, then, read on.

Nutrient, moisturising, and downright satisfying, the grain gives an integral part in daily life of many cultures. It is even incorporated into cosmetics, skin treatments, and spiritual rites of passage.

Naturally low in sodium and cholesterol and rich in vitamins and minerals, depending on the variety, half a cup of cooked white rice contains almost 600 calories. Substituting one type of rice for another can really alter the result of a recipe. Each type of rice has its own taste, texture, and unique properties that work well with different cooking applications. There are dozens upon dozens of types to explore and most of them can be classified as long grain, medium grain, or short grain.



ABOUT SURYA FOODS

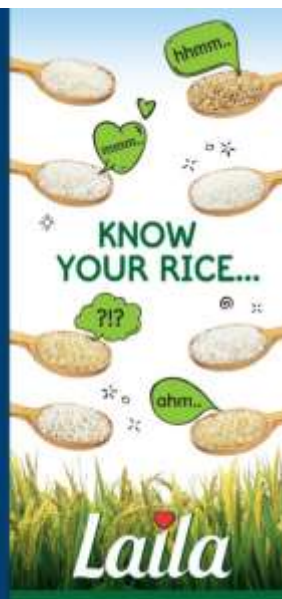
We are one of the largest suppliers of authentic world foods to the UK food sector. Our unrivalled, extensive world food ranges have seen us become the biggest supplier of world food lines into supermarket giants Tesco, ASDA, Sainsbury's and Morrisons. We also currently serve independent retail and wholesale accounts across the UK. Surya Foods' two rice brands are listed in the UK top ten according to official 2018 Nielsen data (Laila & Salami).

As one of the UK's leading ethnic wholesale specialists we offer a variety of authentic products ranging from rice, flour, spices and sauces to snacks and savouries that are sold in over 40 countries worldwide.

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Facebook, Instagram, Twitter icons for Laila Foods



ABOUT RICE

Rice is the most important human food crop in the world, directly feeding more people than any other crop. In 2012, nearly half of world's population – more than 3 billion people – relied on rice every day.

The domestication of rice ranks as one of the most important developments in history. Approx. 40,000 of rice varieties are cultivated on every continent except Antarctica. However, our knowledge is just limited to only a few popular variants.

A few of the more exotic types are:

WILD RICE

Commonly grown in wetlands in and around lakes, rivers, and bays. It has origins in the upper Great Lakes region of the United States. When cooked, the skin splits open and the grain curls up to reveal a white interior, resulting in a unique texture. Wild rice boasts a toasty flavour akin to black tea. Mix it in a vegetable pilaf or with nuts and dried fruits for an epic side dish.



WILD RICE

Red rice is a variety of rice that is coloured due to the presence of a component called anthocyanin, this rice is usually consumed either partially hulled or unhulled. Red rice has much more nutrient value. What makes this variant of rice, a healthy choice is the red husk, which is loaded with the goodness of nature. Red rice has a nutty flavour. It has the highest nutritional value of rice eaten with the germ intact.

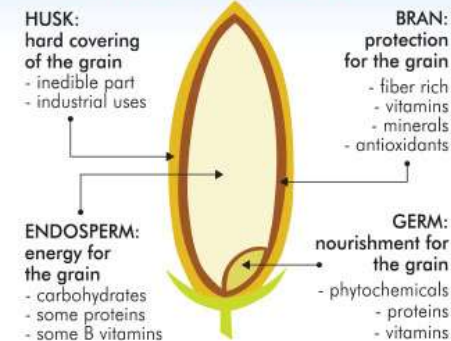


BLACK RICE

High in nutritional value, black rice has a mild nutty flavour and is high in iron and fibre. The black uncooked grains turn deep purple when cooked. Slightly sticky when cooked, it is used in a variety of Chinese or Thai dishes, including Chinese black rice cake and mango sticky rice. Mix it with white rice, and it also adds colour to any rice pilaf or rice bowl, stir-fried or with a salad.



ANATOMY OF RICE



ABOUT LAILA

Laila, the flagship products range of Surya Foods, is the brand that has grown over the last two decades as the flavour of the global community. Once meant for the rice eating population in the UK, today it is UK's Top 3 fasted growing dry rice brand (Neilson 2018).

Essentially, Laila Basmati and rice range packed with the goodness of nature. We believe Nature has perfected the aromas and flavours. Laila ensures that it travels from farms to food plates with all its natural goodness intact.



KNOW YOUR RICE - Leaflet

