

Rice on the move



Patleys have launched a new range of ready cooked Tilda Rizazz rice recipes for busy cooks. In Britain, the microwaveable rice sector is now the fastest growing sector of the ambient grocery market with year-on-year growth of 37% and sales of nearly R800 million. All that is required is to microwave the rice recipe in the pouch for two minutes or stir-fry the contents in a pan or wok for 3-4 minutes. The new rice varieties come in colourful packaging for on-shelf appeal and will broaden the demand for microwaveable rice, further attracting on-the-go consumers with the need for quality convenience food.

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