

Minute Rice Mixes

IT WAS US AGAINST THEM

We had to find out how Minute Rice Mixes stacked up against the competition. So we took our Minute Rib Roast and Minute Drumstick Rice Mixes to hundreds of users of other flavored-rice brands.

We asked them to taste their mixes. We asked them to taste ours.

Over half of them admitted these Minute Rice Mixes had more flavor. The beef tasted more like beef, the chicken more like chicken.

So now you don't just have our word for it. You've got a lot of other people's too.

The Minute Rice Mixes taste better.

Our taste came through

WE WON