



Happy New Year & best wishes for a safe and prosperous 2015!! Here's a list of lucky food items to get your menu off to a good karma start!

**Black Eyed Peas**—one of the few crops to survive the Civil War. Southerners left with these beans were considered lucky and survived the winter. **Collard Greens, Kale & Chard**—looks like money! **Grains, Rice, Dried Beans & Noodles**—symbolizes long life and abundance.

Dried beans resemble coins and grow (like your money) when cooked. Noodles specifically represent long life. Did you know that slurping your noodles makes them taste even better? By doing so it multiplies the flavors of the soup thru the mouth to the nose. **Pork**—represents prosperity (fat). **Fish**—scales resemble coins and they swim in schools (making them smart). **Ring Shaped Desserts**—like donuts, are symbolic of coming full circle! Some cakes even have prizes like King Cake. **Fruit**—grapes, pomegranate (prosperity) and figs (fertility).



Looking for fun—LOCAL— cheese that can be used as an ingredient? How about a cow/sheep blend from Ewetopia cheese company, called Philosopher. Much like a cross between a feta and mozzarella, this cheese is terrific crumbled, sliced & melts beautifully.

#96600 Ewetopia Philosopher Cheese 2/3.5 lb 

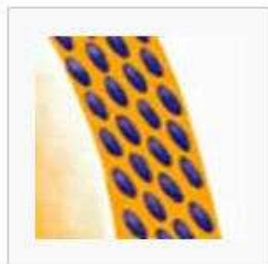
**Thank you** to all that came to our 2nd annual Specialty Faire here at BiRite on Wednesday, January 7th!! It was a great success with over 60 vendors and almost 200 attendees.



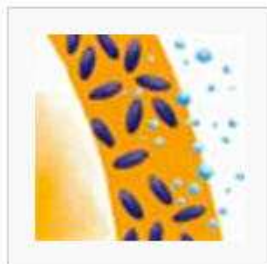
**What really is “converted” rice anyway?** Growing up in a large family you would have thought I had rice all the time because it is so cheap. Truth is, my mother couldn't cook rice and would always burn it. The closest I got to having rice was Rice-A-Roni once a month...or at my best friend's house where her Armenian mother would make this amazing rice pilaf. Turns out her secret was *parboiled rice*. It was consistent and perfect every time. I never really understood what parboiled (or converted) rice was until I was doing this edition of the newsletter. I thought you might be interested in the lesson too. Truth be told that I actually prefer the taste of and texture of white rice, but I was very surprised that parboiled rice is actually higher in nutrients than regular rice. The diagram below is from Wikipedia and does a great job showing the process. See page 2 for the history of converted rice.



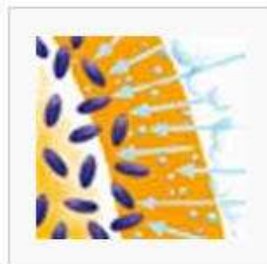
Raw paddy rice.



Vitamins and minerals in the bran.



Put in a vacuum, rice loses all the air it carries within. In a following warm water bath the nutrients become more soluble and move out of the bran.



To move these nutrients into the kernel, hot steam and air pressure are used, otherwise they would rinse out into the water.



Parboiled rice carries 80% of the nutrients of brown rice. (This graphic does not depict the fraction lost.)

New Products Now in Stock:

Cheese	Ewetopia "Philosopher" Mixed Milk Sheep/Cow	#96600	2/3.5 lb	case
Meat	Fra'mani Pancetta Diced 1/2"	#312473	4/5 lb	each
Meat	Fra'mani Breakfast Sausage "Mattinata" 1 oz	#318933	4/3 lb	case
Olive	Barnier Picholine Green FRESH Tub (new smaller size!)	#372024	4.85 lb	each



**Top Food Trends of CBS**  
**2015—from**

- Coconut Sugar**  
(BiRite #990970, 6/1 lb)
- Matcha Green Tea**  
(BiRite #128096, 500 gr)
- Local Grains** (too many to list!!)

Interesting history of **parboiled rice**, *courtesy of Wikipedia—*

In the 1930s, the German-British scientist and chemist Erich Huzenlaub (1888–1964) invented a form of parboiling designed to retain more of the nutrients in rice, now known as the Huzenlaub Process. The process consisted first in vacuum drying the whole grain, then steaming, and finally vacuum drying and husking. Besides increasing rice's nutritional value, it also made it resistant to weevils and reduced cooking time.

In 1932, Forrest Mars, Sr. (i.e. M&M Mars), moved to the United Kingdom with the goal of growing the Mars food company internationally. While in the United Kingdom, Mars learned of Erich Huzenlaub's work with rice. Huzenlaub's London based company was called "Rice Conversion, Ltd." The two eventually formed "Mars and Huzenlaub" in Houston, Texas, which gave Forrest Mars partial ownership of the "Huzenlaub Process" rice conversion patent. In 1942, through Mars's guidance and sponsorship, Huzenlaub created "Rice Conversion, Inc." with a Houston food broker, Gordon L. Harwell, forming Converted Rice, Inc., which sold its entire output to the U.S. and British Armed Forces. The advantage of this product was that it could be air-dropped to troops in the field without risk of weevil infestation, and it could be cooked more quickly than other rice products. Additionally, the converted rice product would retain more nutritional value. In 1944, with additional financing from the Defense Plant Corporation and an investment by Forrest Mars, it built a second large plant. In 1959, Forrest Mars purchased Erich Huzenlaub's interest in the company and merged it into his Food Manufacturers, Inc (i.e Uncle Ben's).



*"Rice is the best, the most nutritive & unquestionably the most widespread staple in the world" Escoffier*

**RICE we stock...** (\*\*special order, see your sales rep for lead time)

Item	Pack	Size	Brand	Description	Color	Size	Sold By
982019**	1	ea	Town Food	Cooker/Warmer Rice 10 Cup 120V 56816			Case
945009**	1	ea	Panasonic	Cooker/Warmer Rice 20 Cup SR-2363Z			Case
993887**	1	ea	Thunder Group	Cooker/Warmer Rice 30 Cup SEJ20000			Case
999707**	1	ea	Challenger	Cooker/Warmer Rice 30-60 Cup 15-0407			Case
941197**	1	ea	Thunder Group	Cooker/Warmer Rice 50 Cup SEJ22000			Case
996721**	1	ea	Hamilton Beach	Cooker/Warmer Rice 60 Cup 120V 37560			Case
983542**	1	25 lb	Lundberg	Rice Arborio	white	medium	Case
987036**	1	25 lb	Lundberg	Rice Arborio ORG	white	medium	Case
417514	4	11 lb	Roland	Rice Arborio Superfino (Risotto) Italy	white	medium	Each
414015	1	10 lb	Zerto	Rice Arborio Superfino (Risotto) Italy	white	medium	Case
415502	8	5 lb	Himalayan	Rice Basmati	white	long	Each
415507	1	50 lb	Himalayan	Rice Basmati	white	long	Case
415500	1	25 lb	Lundberg	Rice Basmati Brown ORG	brown	long	Case
986631**	1	25 lb	Lundberg	Rice Basmati ORG	white	long	Case
415525	1	25 lb	Della Gourmet	Rice Basmati Tex-Mex	white	medium	Case
417530	1	22 lb	Lotus	Rice Black Forbidden Heirloom	black	medium	Case
411004	1	11 lb	Lotus	Rice Black Forbidden Heirloom ORG	black	medium	Case

Item	Pack	Size	Brand	Description	Color	Size	Sold By
587605	6	4 lb	Village Harvest	Rice Brown Frozen IQF	brown	medium	Case
411005	1	25 lb	C & F Foods	Rice Brown Long Grain 4% Broken	brown	long	Case
986955**	1	25 lb	Lundberg	Rice Brown Long Grain Eco-Farmed	brown	long	Case
411010	1	25 lb	Evans	Rice Brown Short Grain	brown	short	Case
986793**	1	25 lb	Lundberg	Rice Brown Short Grain Eco-Farmed	brown	short	Case
411020	1	25 lb	Uncle Ben's	Rice Brown Whole Grain	brown	medium	Case
996387**	6	35.8 oz	Uncle Ben's	Rice Brown Whole Grain & Wild	brown	blend	Case
417575	4	2.5 kg	Acquerello	Rice Carnaroli Aged Acquerello Bulk Vacuum Bag Italy	white	medium	Each
417565	12	1 kg	Acquerello	Rice Carnaroli Aged Acquerello Large Tin Italy	white	medium	Each
982441**	12	500 gr	Acquerello	Rice Carnaroli Aged Acquerello Medium Tin - 7 yr Italy	white	medium	Case
417552	12	500 gr	Acquerello	Rice Carnaroli Aged Acquerello Medium Tin Italy	white	medium	Case
417551	20	250 gr	Acquerello	Rice Carnaroli Aged Acquerello Small Tin Italy	white	medium	Case
417550	12	2.2 lb	Beretta	Rice Carnaroli Italy	white	medium	Each
415015	1	25 lb	Uncle Ben's	Rice Converted	tan	long	Case
415025	1	50 lb	Uncle Ben's	Rice Converted	tan	long	Case
413016	1	50 lb	C & F Foods	Rice Converted	tan	long	Case
415026	1	25 lb	C & F Foods	Rice Converted	tan	long	Case
982078**	1	25 lb	Uncle Ben's	Rice Instant	white	long	Case
411003	1	11 lb	Lotus	Rice Jade Pearl Heirloom ORG	green	short	Case
415501	1	25 lb	Lundberg	Rice Jasmine Brown ORG	brown	long	Case
986712 **	1	25 lb	Lundberg	Rice Jasmine Brown ORG	brown	long	Case
986550**	1	25 lb	Lundberg	Rice Jasmine ORG	white	long	Case
415510	1	25 lb	Super Lucky Elephant	Rice Jasmine Super Grade Thailand	white	long	Case
415512	1	50 lb	Super Lucky Elephant	Rice Jasmine Super Grade Thailand	white	long	Case
412015	1	50 lb	C & F Foods	Rice Long Grain 4% Broken	white	long	Case
412005	1	25 lb	C & F Foods	Rice Long Grain 4% Broken	white	long	Case
414012	1	25 lb	Calrose	Rice Long Grain ORG	white	long	Case
412028	1	25 lb	Calrose	Rice Medium Grain X-Fancy 4% Broken	white	medium	Case
412030	1	50 lb	Calrose	Rice Medium Grain X-Fancy 4% Broken	white	medium	Case
587610	6	4 lb	Village Harvest	Rice Medley Frozen IQF		medium	Case
415573	12	2.2 lb	La Carreta	Rice Paella "Bomba" Santo Tomas Brick	white	short	Each
982449**	1	5 kg	Antonio Tomas	Rice Paella "Extra" Santo Tomas Bulk	white	short	Case
417520	6	2.25 lb	Near East	Rice Pilaf	l	ong	Case
417505	6	36 oz	Uncle Ben's	Rice Pilaf		long	Case
415570	6	24 oz	Uncle Ben's	Rice Pilaf Mexican Fiesta		long	Case
417560	1	22 lb	Lotus	Rice Red Bhutanese Heirloom	red	medium	Case
991024 **	6	36 oz	Uncle Ben's	Rice Spanish No MSG		long	Case
415530	1	15 lb	Koda	Rice Sushi Heirloom Kokuho Rose 2% Broken	white	medium	Case
415532	1	50 lb	Koda	Rice Sushi Heirloom Kokuho Rose 2% Broken	white	medium	Case
987617 **	1	15 lb	Koda	Rice Sushi Heirloom Kokuho Rose ORG 2% Broken	white	medium	Case
986082**	12	1 lb	Koda	Rice Sushi Heirloom Kokuho Rose ORG 2% Broken	white	medium	Case
987619**	1	15 lb	Koda	Rice Sushi Heirloom Kokuho Rose ORG Brown 2% Broken	white	medium	Case
986083**	12	1 lb	Koda	Rice Sushi Heirloom Kokuho Rose ORG Brown 2% Broken	brown	medium	Case
411018	1	15 lb	Nishiki	Rice Sushi Japanese Premium Grade	white	medium	Case
986874**	1	25 lb	Lundberg	Rice Sushi ORG	white	short	Case
994067**	1	50 lb	Nishiki	Rice Sushi Premium Grade Musenmai (Pre-Washed)	white	medium	Case
986084**	12	1 lb	Koda	Rice Sweet Sticky "Sho-Chiku-Bai" Retail	white	short	Case
417005	6	36 oz	Uncle Ben's	Rice Wild & Long Grain		long	Case
415508	1	25 lb	Lundberg	Rice Wild Blend ORG		long	Case
416015	1	5 lb	Fall River	Rice Wild California X-Fancy	wild	long	Case

# The Last Word on Rice

Did you know there are over 40,000 varieties of rice? Amazing!!

## Categories:

**Indica**— non-sticky, long grain; high in Amylose—i.e. long grain white rice; converted rice, long grain brown rice

**Japanica**—sticky, short grain; high in Amylopectin

**Aromatic**—medium to long grain like Basmati, Jasmine and Texmati. Rice cooks up light and fluffy and has a nut like aroma and taste.

**Glutinous**— also called sticky, sweet or waxy because of the texture, not because it contains gluten.

## Sizes:

**Long Grain**—best choice for side dish or as a bed for sauces.

**Medium Grain**—shorter and plumper, ideal for paella or risotto.

**Short Grain**—almost round and slightly sticky. Perfect for rice pudding.

## Glossary:

**Amylopectin**—breaks down during cooking, becoming sticky.

**Amylose**—does not break down during cooking and retains shape.

**Acquerello Carnaroli Rice**—white rice with the bran reattached. Very nutritious like brown rice because the bran has been reattached (without chemicals) thru an exclusive and unique, gentle process during the final stages of polishing. Additionally, rice has been aged at least 1 year so the starch is not lost in the preparation (i.e. risotto) allowing the rice to stay firm/aldente and absorb more liquid and flavor. The **“Rolls Royce of Rice”**.

**Arborio Rice**— best rice for pudding or a very creamy/sticky risotto.

**Brown Rice**—retains the bran around the kernel. Chewy, nutty and nutritious.

**Calrose Rice**—generally known as a medium grain California rice.

**Carnaroli Rice**—best rice for risotto.

**Converted Rice/Parboiled (Easy Cook)**—tan in color, tastes like white, but has more nutrients; rice is steamed under pressure before milling (in the husk); making the grain harder and reduces the risk of over cooking.

**Enriched Rice**—white rice to which vitamins and nutrients have been added. This rice should not be rinsed. Not as nutritious as brown rice.

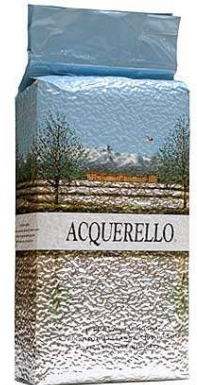
**Golden Rice**—genetically modified rice.

**Instant Rice**—precooked and dehydrated, white rice.

**Paella Rice**— Bomba or Extra.

**Superfino**—largest grain size for this type of rice. Example, superfine Arborio would be larger in size than regular Arborio.

**White Rice**— bran removed, very tender and delicate.



**BIRITE**  
FOODSERVICE DISTRIBUTORS

Suggestions & Comments?

Cecily Costa, Gourmet Brand Specialist at [ccosta@birite.com](mailto:ccosta@birite.com) or (415) 656-0187 x428

**AB**  
**Produce**  
FRESH LOCAL SUSTAINABLE

If you would like a PDF copy of our Specialty Catalog (Grocery, Pastry & Frozen and/or Cheese & Charcuterie), please contact me directly to be added to our quarterly e-mailing.

*NOTE: any prices quoted in this newsletter are for NEW purchases (outside of 90 days) and not available to contract customers, which may or may not have a lower price. Ask your rep for details.*

*Thanks to my Editors—Jennifer Wilder-Smith, Director of Marketing & Stephanie Andrews, Market Smart*