

## **WHY BASMATI RICE?**

Basmati is a variety of long grain rice, famous for its fragrance and delicate flavor. Its name means "Queen of Fragrance" in Hindi. Basmati has been cultivated in the Indian subcontinent for hundreds of years. In fact, the Himalayan foothills are said to produce the best basmati. The basmati plants have a low yield but high quality that makes it very sought after. The best basmati is usually aged a couple of years to reduce the moisture. Basmati is available in either white or brown--both are very aromatic. In recent years, a few Western food companies have tried to develop basmati and other long-grain hybrids, but the attempts were thwarted. There is only one true basmati!

Baji's uses true basmati rice in our authentic rice meals because its high quality stands up to convenience cooking, resulting in remarkably fluffy rice. The fragrance and flavor make it an ideal showcase for unique international tastes. You'll be surprised that this high quality can be achieved from a 90-second microwaveable pouch.