



Contact:

Sydney Siegmeth

206-770-7011

Sydney.Siegmeth@porternovelli.com

THE UNCLE BEN'S® BRAND SELECTS THREE FINALISTS IN BEN'S BEGINNERS™ COOKING CONTEST
Finalists rally their communities for the chance to win a \$30,000 School Cafeteria Makeover

RANCHO DOMINGUEZ, Calif. (November 18, 2013) – The [UNCLE BEN'S®](#) Brand, the number-one selling brand of rice in the United States, today announced the three finalists from the [Ben's Beginners™ Cooking Contest](#). Jensen and her daughter Arden of New York City, NY, Alison and her son Blake of Alpharetta, GA and Rachel and her daughter Claire of Boaz, AL were selected out of nearly 1,000 entries and will appear on an episode of the "Rachael Ray Show." The Ben's Beginners™ Cooking Contest was created to help children make healthier eating choices by getting in the kitchen at an early age.

To qualify, each of the three finalists submitted videos of them and their families preparing a rice-based dish as part of the second annual contest. The three finalist's families will travel to New York City this week to appear on the "Rachael Ray Show" to talk about the importance of getting in the kitchen with your family.

"Our finalists and their families truly represent the purpose of the Ben's Beginners™ Cooking Contest. By cooking together in the kitchen they built better relationships with food and with each other," said Tim Snyder, vice president of sales & marketing, Mars Food US, the makers of the UNCLE BEN'S® Brand. "By cooking their rice-based recipes these finalists and their families took the time to try new healthy dishes, different ingredients and had fun in the kitchen."

Between now and December 8 individuals can visit www.unclebens.com to vote for one of the three finalist's videos. A grand prize winner will be selected to win \$15,000 cash, a second appearance on the "Rachael Ray Show" and a \$30,000 cafeteria makeover for their child's school. Two runner ups will also receive \$5,000 cash and a \$10,000 cafeteria makeover for their schools. More information on the contest, kid-friendly recipe ideas and cooking tips can be found at www.unclebens.com.

About the UNCLE BEN'S® Brand

The UNCLE BEN'S® Brand, the number one rice brand in America, is proud to offer a wide range of rice dishes with flavors and grains that will help bring more to your meals, both for convenient side dishes and savory main courses. The UNCLE BEN'S® Brand offers a wide variety of white, whole grain brown, and flavored rices in cook times ranging from 90 seconds to 30 minutes, as well as rice for food service operations such as restaurants, schools and hospitals. The first mass-produced parboiled rice, UNCLE BEN'S® Brand is the top-selling branded rice in the United States and products can be found in more than 100 countries worldwide. The UNCLE BEN'S® Brand products are manufactured by Mars Food North America, part of Mars, Incorporated. For more information, visit www.unclebens.com.

###