

SITE WEB AUTOUR DU RIZ version Anglaise

Logo autour du riz

Accroche : Expertise, tradition et news ideas

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Rubrique 1 : Purchases Online

(éléments à venir fin février)

Rubrique 2 :Who are we ?

Installée en Isère notre jeune société a été créée sous l'impulsion conjointe de Riseria Monferrato (l'entreprise de production italienne) et de Magali Bryla (experte et passionnée du bio)

Our objectives are:

- To make available to the consumer the expertise of an organic rice SME. Teach the consumer to distinguish between products and be able to tell how they rank on quality. In this way he/she can be a better judge what is best, compare products more effectively and buy better.
- Suggest products which take advantage of the know-how of our ancestors but which also benefit from the industry's latest technologies and from the most recent scientific advancements.

Our core values:

- Build a company that assumes its social responsibilities in its daily activities: recycling of boxes, organic products (certified by Bioagricert), recycling of water used in factories, environmental protection, complementary production (rotation of crops), and social politics.
- Fairness in our relations with our suppliers and our clients: lasting relations, fair trade, transparency and honesty.

Rubrique 3 : Autour du Riz : An identity built on strong values

The brand has been created around five core values

➤ **Educational and Cultural:**

It shares its technical know how and cultural knowledge to enhance the qualities inherent in organic rice for a balanced diet

➤ **Useful:**

Faced with identified needs which have yet to be met, Autour du Riz releases new products, pre-empting customers' needs

➤ **Creative:**

It proposes a particularly innovative diversification, including a range of rice based drinks, rice completely cooked in 10 minutes and the cooking sachet

➤ **Tendency:**

The Autour du Riz product range is in line with the trend and consumption tendencies. World food, fusion food, Thai cuisine that is in vogue, tendency is for creative cooking, practical and healthy.

➤ **Organic and ethical**

All our products are organic, controlled and certified by Bioagricert. We are committed to our principles. We use therefore boxes which can be re-cycled, we recycle water that has been used in our factories ...

“Autour du Riz is a brand that I would like to be “responsible, ethical and honest”. Rice is an important food on earth as it nourishes more than half of the world’s population. I have therefore sought to make more people get to know this core food. This is why Autour du Riz provides educational information on rice. I hope that this deliberate and engaging choice will be welcomed positively by consumers and will allow them to make informed purchases.”

Magali Bryla Fondatrice

Rubrique 4 : Autour du riz : **A genuine educational and cultural approach**

Autour du Riz proposes to consumers a genuine educational and cultural approach around organic rice that is rare. The brand's product packs are made like real and small encyclopedias. A mount of information to choose between products and to discover and understand better and appreciate more this cereal which is a symbol and which feeds more than half of the world's population.

All that you will learn with Autour du Riz: Extracts

- **Cultivation of land started with rice growing**

Chinese archaeologists have identified grains of rice dating back more than 11,500 years on the watercourse of the Yangste. This leads to the belief that rice was the first cereal cultivated by man.

- **The staple diet for more than half of the world's population**

Today, more than half of the world's population eats rice as part of their staple diet. The habit of eating rice is such in Asia that the Asians say no meal is complete without rice which the Chinese compare to a one-eyed beauty.

- **130,000 varieties of rice**

Rice, called "oryza" in Latin, belongs to the family of grasses. From the 130,000 varieties (according to estimations), 70,000 are cultivated. The "Rig-veda", the sacred Hindu texts, mentions 500,000 varieties and the International Research Institute (IRRI) hold 86,000 varieties collected in 113 countries. Two types of rice have been identified. The Indica rice with long thin grains and the Japonica rice with oval or round, very much used by the Asians because it is sticky and so easier to use with chopsticks.

- **Date of cultivation written in bold on the packaging**

After harvesting, the chemical composition of rice changes with time. In fact, the starch in the rice progressively changes into complex sugar. Therefore, rice that has been recently harvested is more perfumed and tender than the same rice a year after harvest which will have a more consistent texture and will be more resistant to cooking. Autour du Riz indicates the month when the rice was harvested on the packaging in order to allow consumers to choose according to their own taste.

- **Why is some rice sticky?**

The quantity of dextrine naturally present in the grain of rice influences its texture once it has been cooked. Solvable in water, the dextrine links the grains of rice while cooking. Generally, it is the round rice which has the highest level of soluble dextrine. We call them sticky rice.

- **A surprising taste of hazel in the whole grain rice**

When it is kept in a protected atmosphere or when it has just been harvested, the whole grain rice has a taste of hazel which goes well with all meats (particularly game). The whole grain rice must be left to soak in water the night before and should be cooked for one hour. This is why most whole grain rice is pre-cooked.

- **Steaming: A technique which preserves some of rice's vitamins**

Other than saving time when it comes to cooking, steaming of rice (the pre-cooking with steam), before whitening allows for a small part of the vitamins naturally present in the whole grain rice to be preserved. In fact, the effect of heat on the rice makes the lipids and vitamins move into the grain. But be careful, because if the effect of the heat is to make the nutritional elements which are good for health move inside the grain, the heat has also the same effect on the polluting elements if the rice has been treated at harvest or soiled while stocked.

And more

- Rice is a fresh product
- Why whole grain rice is better
- Rice, a symbol of abundance and fertility
- The legend of rice
- An analysis of the energy and nutritional values on average in 100 g of whole grain rice
- 4 things for identifying high quality rice
- Whole grain rice: a product to consume quickly after opening of the packet
- Irreplaceable: Organic Thai rice harvest by hand
- The Punjab: the country of five rivers and cradle of Basmati rice
- Manufacture on grindstone: a higher quality
- Rice originally led to the discovery of the role of vitamins
- How many litres of water is needed for growing 1kg of rice?

Rubrique 5 : Production

A prestigious partner and innovative technologies

Based in the fertile plain of Po in the heart of the Piedmont in Italy, Riseria Monteferrato, enjoys the benefit of a know how going back for more than a hundred years handed down over generations. Its high level of specialisation and its extensive knowledge of the European market as well as that of the world at large have made it a benchmark over the past 10 years in the area of organic food. Its partnership with the Compagnie du Riz is based on common values linked to demanding standards as well as the sharing of principles such as honesty, transparency and fairness.

The Riseria Monferrato products are sold in a network of 220 shops belonging to BIOCOOP, the leading group of specialist organic food shops which set high standards. Riseria Monferrato produces also rice under the brand names Markal, Bonneterre and Celnat.

Leading technology and qualified processes

1. For Rice

Thanks to two qualified processes Autour du Riz is the only company to produce whole grain rice that cooks quickly in just 10'

➤ **New Steaming process**

Starting with the cargo rice (rice which has been rid of its ball) that the steaming takes place; it allows for cooking time to be reduced and makes the nutritional elements contained in the seed and bran move inside the grain. This process preserves in a much better way the original smell and taste qualities.

➤ **Soft manufacture of grains on grindstone**

The soft manufacture of grains on grindstone is an exclusive and qualified technique which follows the cooking of rice. It consists of slowly scratching the grain in order to

- Reduce the heating (limiting the loss of nutritional elements naturally present in rice)
- Preserve its nutritional qualities
- Favour the penetration of water

2. For Rice Drink

➤ **An innovating patent which transforms rice into a drink while limiting the nutritional losses**

Two complementary enzymes will reproduce one for the process of digestion in the stomach and the other for the process of digestion in the intestine. The choice of these two enzymes is associated to a new technology that is entirely natural and which allows for a drink that is easy to digest and which has kept a part of the nutritional elements that are present in the grain of rice.

The rice drink that is produced is:

- 100% vegetarian
- Without lactose
- Without cholesterol
- Without Gluten
- Easily digestible

With Riseria Monferrato, rice, a living matter, is treated softly all along the processes which have come about as a result of technological research undertaken in partnership with institutes in Milan and Bangkok.

OTHERS TECHNIQUES

Disinsectisation, an exclusive and natural process

Developed together with the University of Entomology in Milan and Air Liquide, disinsectisation involves the killing of eggs belonging to insects that are present in rice. It uses CO₂ – gas admitted in organic farming – and provides a natural alternative to aggressive processes that are often used.

Changing the water in the basins

For hygiene, Autour du Riz uses only brown rice, that is rice that has been rid of its ball while being soaked. It also changes the water of the basins every hour in order to eliminate the micro-organisms.

An optical sorting of the grains to achieve better visual quality and uniform taste

Because everything contributes to the taste of the product, Riseria Monferrato has invested in one of the most modern tools in Europe for this process: an optical picker with double reading capability.

Practical packaging to preserve the taste

The packaging of Autour du Riz products provides a protected atmosphere, allowing for the product to be easily opened and closed to suit the consumer's wishes.

A certified service setting new standards

Riseria Monferrato is **certified**

- **HACCP** guarantees food safety and hygiene
- **Bioagricert**: controls organic products, Thai rice and certifies fair trade
- **Tracking of batches** is assured
- **Checks** at different stages of the production chain and systematic tasting of each production

High performance and creative R&D

In order to optimise continually existing recipes and to create new culinary offers, Riseria Monferrato works in collaboration with the University of Milan and Bologna as well as with the Institute for Applied Research on Advanced Food Technology in Australia.

Rubrique 6 : Fait trade

Fair trade organic thaï rice :

Autour du Riz cultivates its rice in the region of Chieng Rai in Thailand, a high plateau in the mountains close to the Laotian river naturally preserved from city pollution. Since 13 years ago, at the instigation of Francesco Vignolla, founder of Riseria Monferrato, collaborating with the Rice Research Institute of Bangkok, a unique Thai organic rice production programme has been put in place:

The fields, sown by a consortium of three villages, are cultivated by more than 50 farmers certified by Bioagricoop. The harvesting for Autour du Riz is done manually. A minimum price has been set to protect the farmers' income in case of a dramatic fall in the markets in the price of rice. The canteens in the region are provided with organic rice so that the children can benefit from high quality rice.

The Italian Manufacturer has established a company in Bangkok to commercialise this organic rice throughout the world. It has obtained exclusive distribution rights for Thai organic rice in Europe. The Autour du Riz rice from Thailand has been certified by Bioagricert as representing fair trade.

Rubrique 7 : Shoow room products

Autour du Riz proposes two organic product ranges:

- **A range of 27 references for organic shops:** a family of rice and a family of vegetarian drinks
- **A range of 4 references for restaurant and collectivity**

The Organic Shop Range

A modern range, practical, surprising, innovative (the fruit juices and Thai rice which keep the benefits of whole grain rice), tendency, balanced nutritionally, in a natural spirit

The Rice Family

➤ **Modern rice cooked in 10 minutes**

Plain rice cooked rapidly, tasting good everyday

9 white rice, half whole grain or whole grain: Thai rice, Basmati rice and long rice. three are exclusively cooked in a packet.

➤ **Flavoured Thai rice cooked in 10 minutes**

To accompany in a refined way the most simple or the most delicate dishes

- Thai rice half whole grain and Three peppers “specially for meats”
- Thai rice half whole with fennel “specially for fish”
- Thai rice half whole with garlic and basil “specially for salads”

➤ **Combinations**

A creative offer, in line with trends as well as being practical that gives ideas and allows dishes to be varied and made more delicious

- Half whole Thai rice with coral lentils: for complementary proteins
- Rice and ancient cereals: (Red Thai rice, whole grain Thai rice, little spelt and kamut (ancient wheat also known as wheat of the Pharaohs) to vary the cereals

➤ **Rice for dogs**

Because sometimes what is good for man is also good for his best friend, Autour du Riz has also thought of them because they are well worth it. Autour du Riz proposes a product for our friends the dogs:

- Pre-cooked crushed rice for cooking in 10-12 minutes “specially for dogs”

The family of vegetarian drinks:

The vegetarian drinks range has been developed in order to offer an alternative to those who cannot tolerate dairy milk or soya milk. We offer mixtures with an unusual taste such as fruit juice or herbal teas and meet the requirements of consumers seeking pleasure and new surprises.

All our drinks are made with water sourced from the Alps and are manufactured with our own certified processes to guarantee a high quality product.

The drinks are kept in TETRA PACK of one litre.

➤ **Natural Thai rice drinks**

For daily consumption replacing hot drinks at breakfast or for including in cooking.

Our rice drink is of the same colour as dairy milk, a light taste and naturally sweet. It is easily tolerated and assimilated (de-starched and pre-digested) thanks to our exclusive transformation process which is done by enzymatic action.

A light version has been developed for all people keen to keep a slim shape.

The complete version targets more the consumer who is keen to have good nutritional intake on a daily basis.

- Thai rice drink "light"
- Thai rice drink "whole"
- Thai rice "Calcium" (Calcium brought by Lithothamne seaweed)

➤ **Perfumed Thai rice drinks**

- Strong Cocoa
- Green tea

➤ **Greedy Thai rice drinks**

4 products

- Thai rice and orange juice
- Thai rice and apricot and peach
- Thai rice and apple and pear
- Thai rice and mint tea for the evening

➤ **Five cereal drinks**

A mixture of Thai rice and four other cereals for a taste that is full of surprise

- Natural
- With strong cocoa (with the grease on the cocoa taken off)
- With green tea

The range sold to restaurants, cafes etc.

Four fast cooking products around two varieties: the Thai organic rice and the long organic rice

The products are offered in bags of 5 kg

- Organic Thai rice
 - white
 - half whole grain
- Long organic rice
 - Steamed white rice cooked in 8 minutes
- Mixture of 4 organic cereals
 - Thai rice and ancient cereals (whole grain Thai rice, spelt, kamut)

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