

MATIZ VALENCIANO ... Paella Rice - Traditional & Bomba



Origin: Valencia, Spain

Ingredients: paella or bomba rice.

FREE from: preservatives, additives, GMO, trans-fat, refined sugar, gluten.

Organic: No

Rooted Foods: No



Did you know?

Profile: Paella has become synonymous with Spain. Without the right rice, one cannot create a true paella.

Grown in the rich soils of the national protected L'Albufera Park of Valencia, both of these short-grain rices make the perfect ingredient for paella, arroz negro and risotto. Their high absorption rates (Bomba absorbs one-third more water than the traditional) allows them to soak up and hold the abundance of flavors in all of your favorite rice dishes.

To ensure freshness and the highest quality final product, our Matiz rices are packed in a sturdy cloth sack that allows the rice to breathe.

IMPORTANT PRODUCT QUALITY NOTE: Rice is a natural host of insect eggs and must be stored away from heat to avoid contamination from insects.

Resources Available

- downloadable shelf talkers
- sell sheets
- active demos
- recipes

Pack Info

MZV01	Traditional Rice
UPC:	8 32924 00510 2
MZV02	Bomba Rice
UPC:	8 32924 00512 6
Size:	2.2 lb sack
Case size:	15
MZV50	11 lb sack traditional
UPC:	n/a
Case Size:	4
Recyclable:	Yes
Shelf Life:	2 years