

kids
love...

HEALTHY

rice bowls

POPULAR

EASY



USA Rice
FEDERATION

www.usarice.com

Rice Bowls

We've done the homework...

you get the credit!

Rice Bowls are a smart, nutritious choice for your school lunch program. From first grade through high school, students give Rice Bowls high grades for taste and appeal.

Why add Rice Bowls to your menu?

- They promote healthful eating habits for your students
- They are very easy to plan and serve
- Rice Bowls are operationally simple to menu
- Rice fits the Dietary Guidelines for Americans and MyPyramid recommendations in a way that kids love
- Rice Bowls are one of the hottest trends at quick service restaurants and colleges—they're also perfect for elementary and high school programs



The numbers add up!

Rice Bowls are good for your students – and your budget. They balance lower-cost ingredients like rice and vegetables with smaller portions of higher-cost proteins, so Rice Bowls really help your bottom line while providing balanced nutrition.

- Achieve high satisfaction with low ingredient cost
- Make great use of commodities
- Easy to prepare; no special equipment needed
 - A great way to use leftover proteins and vegetables
 - Rice Bowls help attract more students to your lunch program



Build Healthy Rice Bowls with layers of flavor...

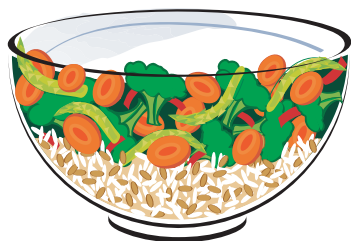
So fast. So easy. So good.

Assembling Rice Bowls is as easy as layering delicious flavors and textures, starting from the bottom up. Just follow these three easy steps:



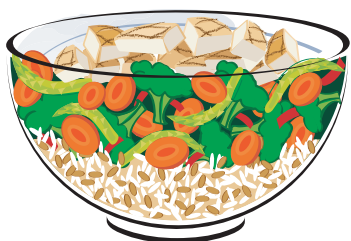
1 Rice...The Perfect Foundation

Healthy Rice Bowls begin with enriched white rice...the rice kids love to eat. Use a combination of white and brown rice for added taste, texture and nutrition. One cup of brown rice provides two of the recommended daily servings of whole grains.



2 Nutritious Vegetables... The Middle Layer

Each cup of vegetables equals 2 produce servings and includes over 15 important nutrients. This layer fills students up with nutrient-rich food and minimal calories.



3 Lean Protein...The Top Layer

Top off your Rice Bowls with 2-3 ounces of a lean protein, like skinless chicken, lean beef or seafood. Proteins can be varied. For example, Teriyaki Rice Bowls can be made with chicken or beef. Precooked proteins available in the commodity program make it easy.

Serving size based on 2005 Dietary Guidelines

Saucing, seasoning and garnishing tips...

Sauces and garnishes add extra taste and eye appeal. Prepared sauces, dressings and seasoning blends are super-convenient and very tasty. Add a few extras, like toasted nuts and seeds or grated cheese, and you'll be serving Rice Bowls sure to keep students lining up for more!

Kids go wild over Rice Bowls... they're fun to eat.

Rice Bowls:

- Are versatile and packed with flavor
- Use ingredients kids know and love
- Are a familiar menu item made popular at their favorite chains
- Offer many options so you can wow kids with new choices every day
- Let kids have their meal "their way"
- Deliver great value: "lunch money never bought so much"
- Are quick to eat for on-the-go kids
- Keep kids on campus when bowls are on the menu
- Are so popular they help keep kids on campus



USA Rice
FEDERATION

Start with U.S.-grown rice and the possibilities are endless!

RICE BOWL CONCEPT	RICE	VEGETABLES*	PROTEIN	SAUCE/SEASONINGS/GARNISH
ETHNIC				
Teriyaki Bowl	White or brown	Broccoli, red peppers, carrots, green onions, pea pods	Chicken, beef or pork	Teriyaki glaze, stir-fry sauce or sesame ginger sauce. Garnish with bean sprouts, sesame seeds.
Sweet-and-Sour Bowl	White or brown	Green and red pepper strips, green onions, pineapple	Breaded chicken tenders, chicken or pork	Sweet-and-sour sauce. Garnish with sesame seeds, crispy wonton strips.
Greek-style Bowl	White or brown	Spinach, black olives, zucchini, lettuce, tomatoes	Chicken or shrimp	Garlic herb or lemon herb sauce. Garnish with feta cheese crumbles, chopped olives.
Indian-style Bowl	Brown or U.S. Basmati	Green and red pepper strips, chickpeas	Chicken or shrimp	Curry sauce or mango chutney. Garnish with chopped peanuts.
Thai Bowl	White or U.S. Jasmine	Red peppers, hot peppers, pea pods, green onions, mushrooms, sprouts	Chicken, pork or seafood	Thai peanut sauce or curry sauce. Cilantro, fresh basil. Garnish with bean sprouts, grated carrots.
REGIONAL AMERICAN				
Southwest Fajita Bowl	White or brown	Green and red pepper strips, onions, corn	Grilled chicken or beef strips	Chipotle barbecue sauce. Garnish with shredded cheese, salsa.
Chili Bowl	White or brown	Chopped onions, green onions, green or red peppers, beans, jalapeño peppers	Prepared beef or turkey chili	Hot sauce. Top with sour cream and cheddar cheese. Garnish with tortilla chips.
Southern BBQ Bowl	White or brown	Corn, chopped tomatoes, beans	Pulled pork or pulled chicken	Barbecue sauce. Garnish with diced onions.
Cajun Bowl	White or brown	Celery, onions, peppers	Popcorn chicken or shrimp	Cajun-style sauce. Garnish with chopped tomatoes.
CONTEMPORARY				
Cheeseburger Bowl	White or brown	Onions, mushrooms, pickle garnish	Ground beef crumbles	Mushroom sauce or cheese sauce. Garnish with pickles.
Buffalo Chicken Bowl	White or brown	Shredded lettuce	Buffalo chicken strips	Buffalo chicken sauce and ranch or blue cheese dressing. Garnish with celery and carrot sticks.
Pizza Bowl	White	Mushrooms, onions, peppers, garlic, chopped tomatoes	Pepperoni or sausage crumbles, shredded mozzarella cheese	Tomato sauce, oregano, basil. Garnish with Parmesan cheese.
Roasted Turkey Bowl	White or brown	Mushrooms, onions, peas	Roasted turkey strips	Turkey gravy. Garnish with cranberries or minced herbs.
Taco Bowl	White or brown	Onions, green and red pepper strips	Taco-flavored chicken strips, beans	Chili sauce or mole sauce. Garnish with sour cream, taco chips, cheddar cheese.
Vegetarian Bowl (sweet or savory)	White or brown	Onions, peppers, mushrooms, carrots, celery, pea pods, broccoli, cauliflower	Beans or cheese	Sweet-and-sour sauce, teriyaki glaze or tamari sauce. Garnish with chopped nuts.
BREAKFAST				
Apple Walnut Breakfast Bowl	Brown	Apples, raisins, cranberries	Walnuts	Brown sugar and cinnamon, cream or milk. Garnish with whipped topping.
Huevos Breakfast Bowl	Seasoned rice blend	Diced tomatoes, green onions, green peppers	Cooked scrambled eggs	Taco sauce, chili powder, ground cumin. Garnish with cheddar cheese, sour cream.

*Steaming, sautéing or stir-fying vegetables are all popular preparation methods for Rice Bowls.

Meet **healthy** eating guidelines!

*Rice Bowls get an A+ for nutrition! Rice is a nutritious, wholesome food that fits in well with the Dietary Guidelines and MyPyramid recommendations. It's the perfect partner for nutrient-rich vegetables and lean proteins. Recent research shows that rice eaters have healthier diets than non-rice eaters.**

- Rice is naturally low in calories and fat.
- Rice is cholesterol- and sodium-free, and has no trans fat.
- Rice is non-allergenic and gluten-free.
- Brown rice is 100% whole grain and meets Dietary Guidelines recommendations for whole grains.
- Brown rice is available in quick-cooking form to shorten your prep time.



**Iowa State University, 2005*

A great fit for **your school menu!**

Because rice is such a versatile flavor carrier, it's easy to select healthful Rice Bowl ingredients that will appeal to your student body.

Here are just a few ideas for your Rice Bowls:

- **Ethnic:** Use authentic spices, sauces and vegetable ingredient choices for Asian, Italian, Indian, Mexican and Thai cuisines.
- **Regional American:** Create familiar regional favorites like Cajun, Tex-Mex, Southern BBQ and Chili Rice Bowls.
- **Contemporary:** Kid-favorite foods like pizza, burgers and tacos are easy to incorporate into bowl ideas. Use whole grain brown rice for healthy meals that satisfy.
- **Breakfast:** Introduce Rice Bowls with fruits, nuts and cinnamon or savory ingredients as delicious breakfast dishes.

Rice Bowls begin with perfectly cooked rice.

Tips for Perfect Rice

Carefully measure the amounts of rice and liquid. Keep lid on tightly during cooking to prevent steam from escaping. At the end of cooking, remove lid and test for doneness. If rice is not quite tender or liquid is not absorbed, cook 2 to 4 minutes longer. When rice is cooked in a stockpot or kettle, immediately turn into a shallow pan to cool when finished. Accurate cooking times are based on your method of cooking; always check cooking time carefully.

Rice Cooking Methods

Stockpot Method: Heat all ingredients to boiling; stir. Cover and lower heat to simmer. Cook long, medium or short grain white rice for 15 minutes; parboiled rice for 20 to 25 minutes; and brown rice for 40 to 50 minutes. For best results, refer to package directions.

Oven Method: Using boiling liquid, place ingredients in shallow pan; stir. Cover and bake at 350°F. Bake long, medium or short grain white rice for 25 to 30 minutes; parboiled rice for 30 to 40 minutes; and brown rice for 50 to 60 minutes. For best results, refer to package directions.

Steamer or Steam-Jacketed Kettle: Follow manufacturer's instructions.

Commercial Rice Cookers: A commercial rice cooker may be a good choice for your operation. Two sources we suggest you try are:

- Zojirushi (Zojirushi.com, 800-733-6270)
- Panasonic (Panasonic.com, 800-211-7262)

Rice Cooking Guide

TYPE OF RICE	APPROX. YIELD	NO. OF 1/2 CUP SERVINGS	UNCOOKED RICE	LIQUID	SALT	BUTTER OR MARGARINE
Long Grain White Rice	1 qt.	8	1 1/3 cups (9 oz.)	2 1/3 cups	1/2 tsp.	1 Tbsp.
	1 gal	32	5 1/2 cups (2 lbs. 4 oz.)	2 1/2 qts.	1 Tbsp.	2 Tbsp.
Medium or Short Grain White Rice	1 qt.	8	1 1/2 cups (10 oz.)	2 cups	1/2 tsp.	1 Tbsp.
	1 gal.	32	6 cups (2 lbs. 10 oz.)	2 1/4 qts.	1 Tbsp.	2 Tbsp.
Parboiled Rice (All types)	1 qt.	8	1 1/3 cups (7 oz.)	2 1/4 cups	1/2 tsp.	1 Tbsp.
	1 gal.	32	4 1/2 cups (1 lb. 13 oz.)	2 1/2 qts.	1 Tbsp.	2 Tbsp.
Brown Rice (All types)	1 qt.	8	1 1/4 cups (8 oz.)	2 1/2 cups	1/2 tsp.	1 Tbsp.
	1 gal.	32	5 cups (2 lbs.)	2 1/2 qts.	1 Tbsp.	2 Tbsp.

If using quick-cooking rice, follow package directions.

Variations: Liquid other than water can be used, including chicken stock, beef stock, bouillon, consommé, tomato or vegetable juice (1 part water, 1 part juice) or fruit juices such as orange or apple (1 part water, 1 part juice).

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