

## MEDIA CONTACT

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## KA-ME® INTRODUCES NEW LINE OF FRIED RICE

*The specialty food brand known as “the Key to Asian Made Easy,”  
launches its first line of fried rice September 2021*

**Rochelle Park, N.J., July 26, 2021** – KA-ME®, a leading specialty Asian food brand relied upon by home cooks to create Asian recipes with ease for 50 years, announces the launch of KA-ME® Fried Rice. Each of the four savory flavors provides authentic fried rice deliciousness while simultaneously reducing meal prep time. KA-ME® Fried Rice will be available for \$3.29 (SRP) at major retailers starting in September 2021.

KA-ME® is bringing the brand’s signature confidence and convenience to the world of Fried Rice at a perfect time, as the home cooking trend continues to grow – with Americans seeking new ways to add excitement to home menus while simplifying meal planning and preparation the world reopens.

The four savory new KA-ME Fried Rice varieties include:

- **Vegetable Fried Rice:** a family favorite with carrots, green peas, red bell peppers and corn, deliciously flavored with garlic, onion, sea salt and sesame oil
- **Traditional Egg Fried Rice:** an Asian classic with an abundance of egg, carrots, and scallion, subtly seasoned with garlic, ginger and sesame oil
- **Mushroom Fried Rice:** an earthy option filled with shimeji and shiitake mushrooms, pleasantly seasoned with onion, sea salt and soy sauce
- **Thai Pineapple Fried Rice:** slightly sweet with plenty of pineapple, red and green bell peppers and carrots

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“The pandemic ignited or reignited the home chef in so many of us, and that passion is here to stay,” says Lonnie Williard, vice president of marketing and creative services at KA-ME®’s parent company, PANOS® brands. “KA-ME® has always been driven to help people cook up the tantalizing Asian tastes we love – easily and successfully. Our new Fried Rice line is an exciting addition that we believe will further satisfy our taste for home cooking and truly Asian flavor.”

Each fabulously flavorful new KA-ME® Fried Rice can be enjoyed as a side dish, a stand-alone entrée, or a quick return-to-office lunch option. Additional reasons to KA-ME® Fried Rice include:

- **Ready in 90 seconds (microwave) or 2 minutes (stovetop)**
- **No artificial flavors** – *packed with real Vegetables & Fruit*
- **No Added MSG**
- **Fewer calories** - *under 300 calories per serving*
- **Lower sodium** - *less than 650 mg per serving*
- **Good sources of fiber & protein** - *up to 5g of fiber and 6g of protein per serving*
- **Less added sugar** - *under 1g added sugar*

KA-ME® Fried Rice varieties will be available for \$3.29 (SRP) in September at major retailers. For more information about KA-ME®, including recipes and serving suggestions, visit [KAME.com](https://www.kame.com) and follow on [Instagram](https://www.instagram.com/kame.com), [Facebook](https://www.facebook.com/kame.com), [Pinterest](https://www.pinterest.com/kame.com), and [YouTube](https://www.youtube.com/kame.com).

### **About KA-ME®:**

KA-ME® is the brand of Asian ingredients that simplifies meal planning and preparation to give individuals and families the confidence to make delicious Asian food at home. KA-ME® offers a full line of authentic, high quality ingredients and a wide range of easy-to-follow recipes to expand your palette and try something new. For more information, visit [KAME.com](https://www.kame.com) and follow on [Instagram](https://www.instagram.com/kame.com), [Facebook](https://www.facebook.com/kame.com), [Pinterest](https://www.pinterest.com/kame.com), and [YouTube](https://www.youtube.com/kame.com).

### **About PANOS brands®:**

PANOS brands® is a consumer products foods company that manages a unique portfolio of shelf-stable and perishable specialty food brands across multiple categories and channels. PANOS is an acronym that precisely defines the company’s mission to offer Premium,

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Authentic, Natural, Organic, and Specialty foods throughout the World. True to its namesake — the ancient Greek word for torch — we like to think of our brands as a beacon for consumers who are increasingly demanding a wide spectrum of quality, better-for-you specialty foods. Our collection of brands speaks directly to sustained trends in categories such as organic, ethnic, vegetarian and restricted-diet, and gourmet foods. Some of our leading brands include KA-ME, our comprehensive line of Asian food products and easy to prepare meals; Amore cooking pastes, ready-to-eat vegetables and seafood specialties imported from Italy; Andrew & Everett rBGH-BST Hormone Free cheeses; Sesmark wholesome rice and grain crackers; MI-DEL everyday cookies and allergen safe pie crusts; Chatfield's premium and allergen safe baking products; and Walden Farms line of calorie-free specialties. For more information, visit [PanosBrands.com](http://PanosBrands.com).

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