

# DHC USA Inc. expands Fine Foods line to include Premium Short Grain Rice

Your search for the perfect white rice is over



## SAN FRANCISCO, Calif., February 1, 2007—

If you think that rice is just rice, think again. DHC USA Inc., a distinguished provider of high-quality skincare products, makeup, and fine foods, announces new Premium Short Grain Rice—featuring that softer, stickier consistency that is so desirable for Asian-style cooking. California-grown and harvested in small batches, rather than mass-produced, DHC Premium Short Grain Rice is subjected to rigorous quality control measures to ensure that only the freshest rice available is served at your table.

“DHC’s Premium Short Grain Rice is quality that you can taste from the first bite,” explains Akiko Klenk, Fine Foods Manager at DHC USA’s headquarters in San Francisco. “Its shorter grains have that naturally sweet flavor and moderate stickiness that make it a perfect accompaniment for any meal—particularly when preparing Asian recipes.”

### Directions

Rinse desired amount of rice with cold water, and then add rice to saucepan. Combine 1½ cups water per cup of rice (please note one cup of dry rice yields approximately four servings) and bring rice to a full boil, uncovered, at medium heat. Reduce heat and cover, simmering for approximately 15 minutes or to desired consistency. Fluff and serve.

### Availability

Premium Short Grain Rice is available by catalog or via [www.DHCcare.com](http://www.DHCcare.com) at the introductory rate of \$5.25 for 2 lb. Net wt. through March 31, 2007, and thereafter at its regular price of \$7.00. When ordering online or by phone, fax, or mail, shoppers can have their products delivered directly to their home or office. And with every purchase, customers may make four free selections from a wide variety of skincare samples, including our most popular product worldwide, Deep Cleansing Oil.

### About DHC

DHC Corporation is one of the world’s leading manufacturers and marketers of over 1,500 quality products, including skincare, makeup, fine foods, vitamins, and more. DHC started in Japan more than 25 years ago and now has offices in South Korea, Taiwan, Hong Kong, and the United States. It is one of the top five Japanese skincare companies and serves millions of customers globally, with annual worldwide sales approaching \$1 billion. DHC skincare products are never tested on animals.