

Female Powered BASMATI RICE BRANDS shaking up the FOOD INDUSTRY



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Annie Arora, the founder of **PARI FOODS**, is a trailblazing food entrepreneur who brought the family rice business to the United States in 2008. She believes that the food tells a story about the country's history weaving together a larger story about community, migration, and aspiration.

Amidst the modern culinary diversity in America, there is a big gap in the way people do not know about the finest quality Basmati Rice and are confused about which rice to use among a plethora of variants

and blends thronging the market.

Pari Foods is a minority and women-owned certified (**MWBE**) organization born out of Annie's own journey to find the finest quality Basmati Rice after she came to the US. She stumbled upon various blends of grains, highly priced that could not give her the taste of home. She hit several roadblocks with the challenge of explaining different grain attributes and quality to buyers in ethnic and mainstream markets.

"I want to help people discover that **KITCHEN KING** and **REGAL HARVEST Basmati Rice** are a taste sensation and a culinary staple like no other rice on earth. The rice grains are sourced from the foothills of the Himalayas and aged. They are **3 times longer, fluffier, and nonsticky** elevating every meal experience. They are versatile and complement all cuisines as they absorb all flavors. Above all, they are healthy as they offer a good balance of carbs and protein" says Annie Arora.

Annie wants to stroke new interest in the international culinary market with the world's longest and finest quality Basmati Rice. She wants to see **KITCHEN KING Basmati Rice** in every American home and **Regal Harvest Basmati Rice** in all foodservice arenas.

Annie is also a socially conscious entrepreneur who channeled her passion for nutrition into **SuperHealthie**, an online media platform, that educates people about healthy eating and holistic health. Her mission is to transform lives through food and wellness. 10% of the profits from Pari Foods go towards the SuperHealthie non-profit organization.

parifoods.com

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