

Rice-A-Roni, 66 Years Strong, Introduces Mac-A-Roni: The New San Francisco Treat!



San Francisco, California Jan 2, 2025 ([IssueWire.com](https://www.IssueWire.com)) - The creators of the beloved Rice-A-Roni brand have launched an exciting addition to their culinary lineup: Mac-A-Roni, a new macaroni and cheese side dish that redefines dinnertime. With decades of expertise in crafting rice and pasta blends, the Rice-A-Roni team is proud to debut their first mac and cheese product that lives up to the brand's high standards.

Available in two rich and creamy flavors — Creamy Cheddar and Creamy White Cheddar — Mac-A-Roni delivers a deliciously satisfying experience that tastes like it was made from scratch. Whether it's a quick weeknight meal or a special family gathering, Mac-A-Roni promises to be the side dish with main character energy, delighting even the pickiest mac and cheese enthusiasts.

A History of Treats from San Francisco

For generations, Rice-A-Roni has been known as “The San Francisco Treat.” Its catchy jingle and iconic commercials brought the vibrant spirit of the city into homes across America. Now, with Mac-A-Roni, the legacy continues, introducing a fresh new way to bring joy to the dinner table.

"Consumers have been asking for a mac and cheese offering from our team for years," said Germana Milano, Brand Representative. "It took time to create something truly worthy of the Mac-A-Roni name, and we're thrilled to finally share it with the world."

Why Choose Mac-A-Roni?

- **Easy to Make**: Perfect for busy families and novice cooks alike.
- **Packed with Flavor**: Creamy, cheesy goodness in every bite.
- **Versatile**: Great as a standalone dish or a complement to any meal.

Mac-A-Roni is now available at major grocery stores nationwide. Look for it in the pasta aisle, and join the next chapter of the San Francisco Treat!

Join the Conversation

Follow us online and share your Mac-A-Roni moments using the hashtag #MacARoni

About Rice-A-Roni

Founded in 1958, Rice-A-Roni has been a staple in American households for decades, offering quick and flavorful meal solutions. Known as “The San Francisco Treat,” the brand combines heritage, convenience, and great taste in every dish.

Watch Our Commercial: [Mac-A-Roni: The New San Francisco Treat

<https://youtu.be/p9uhpUIhMps?si=zFbhp--5czKdGWmW>

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