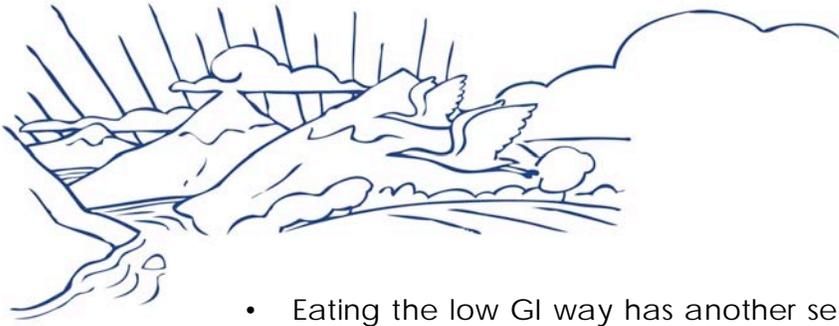




**Tilda**<sup>®</sup>  
*Legendary Rice*

## NUTRITIONAL FACTS

- Carbohydrates, the most important fuel for exercising muscles, make up 85% of a rice kernel. According to the World Health Organisation and The Food and Agricultural Organisation, complex carbohydrates are essential to good health.
- Basmati Rice is a low fat complex carbohydrate. It is digested quickly and provides a perfect source of energy for muscles and other body systems. As a complex carbohydrate, rice powers the body.
- Basmati Rice can play an important part in helping to achieve a healthy diet as it contains practically no fat.
- The fat content of Basmati rice is extremely low, and the tiny amount present is almost exclusively polyunsaturated; most of this is found in the germ. Wholegrain rice therefore contains slightly more fat than white rice.
- Although Basmati rice is normally classified as a carbohydrate, it also contains essential amino acids that are responsible for muscle development. These proteins are extremely digestible and found mainly in the outer layers of the endosperm. Parboiling can preserve some of the protein.
- Basmati rice is one of the few cereals that can claim to be virtually free from gluten and rarely causes unpleasant reactions or digestive difficulties. It is ideal for people with a gluten intolerance as well as for babies, the elderly, sick and those who find eating difficult.
- Wholegrain Basmati has a higher fibre content than white rice, which helps to prevent diseases of the large intestine. Brown rice is full of fibre necessary for the protection against bowel and colon cancer and for lowering cholesterol.
- Whereas standard long grain rice raises your blood sugar levels very fast (followed by just as abrupt a fall), the unique structure of the Pure Basmati rice grain means it is more slowly digested and causes only relatively gentle rises and falls in your blood sugar.
- Pure Basmati contains low to medium GI (glycaemic index) carbohydrates which can help reduce the chance of people developing diabetes.



- Eating the low GI way has another secret plus point. By ironing out highs and lows in blood sugar it also keeps hunger under control – helping to control our weight.
- The Food Standards Agency recommends that we should eat no more than 6g of salt a day as part of a balanced diet. Tilda Pure Basmati contains no salt. The salt content in Tilda Steamed Basmati ranges from 0.5g to 1g per serving. This range is equivalent to between 8.3% and 16.7% of an adult’s daily allowance. All Tilda products detail numerical as well as colour coded traffic light labelling on the back of the packs.
- All Tilda products are free from artificial colours, flavouring and preservatives.

