

**Rice Dream : non-dairy beverage / Imagine Foods.**

**Contributors**

Imagine Foods.  
Clearspring Ltd.

**Publication/Creation**

Palo Alto : Imagine Foods, [1994?]

**Persistent URL**

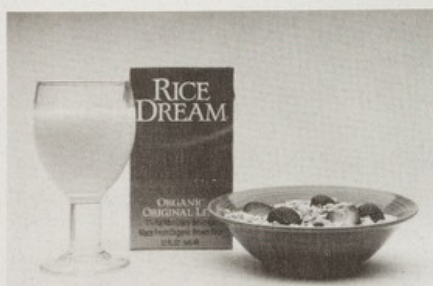
<https://wellcomecollection.org/works/rvu2rtpj>

**License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>



Imported and Distributed in the UK by

Clearspring Ltd  
Unit 19A  
Acton Park Estate  
London  
W3 7QE

Write for our free recipe booklet.

#### Rice Dream Original ingredients and nutritional information:

Ingredients: Filtered water, organic brown rice\* (partially milled), expeller pressed oleic safflower oil, sea salt.

\*Organically grown and processed according to the California Organic Food Act of 1990.

Serving Size	8 oz.
Servings per container	4
Calories	120
Protein	1 gm
Carbohydrates	24 gm
Fat	2.2 gm
Cholesterol	0 mg
Sodium	80 mg

*Imagine*  
F O O D S

Imagine Foods  
350 Cambridge Avenue  
Suite 350  
Palo Alto, California 94306  
415-327-1444

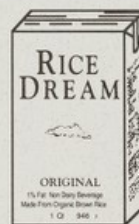
# RICE DREAM

Non-Dairy Beverage

#### What is Rice Dream beverage?

Rice Dream beverage is a 1% fat non dairy drink made from brown rice.

Its light, refreshing flavour comes from our patented recipe which transforms nutritious brown rice into a delicious beverage.



#### Is Rice Dream beverage similar to soy drinks?

Rice Dream beverage is similar in consistency to a lowfat soymilk. It can be used in many of the same ways. It is delicious served chilled or hot, on breakfast cereal and in cooking.

#### Are there any benefits to using rice over soybeans in a beverage?

Of course soybeans and rice are both excellent foods. Rice has some very unique properties though. It is virtually non-allergenic and is easily digested. Nearly everyone tolerates rice well. Bean products, on the other hand, can be troublesome for many people.

*Imagine*  
F O O D S

**How does Rice Dream taste compared to soy drinks?**

Rice Dream has a light, clean, refreshing flavour. Some soy drinks are quite good, but in a blind taste test involving 300 natural food store shoppers in the U.S.A., 3 out of 4 people preferred Rice Dream Original over the two best selling soy drinks.



**Is Rice Dream beverage similar to "amazake"?**

Amazake, originally a traditional Japanese rice drink, is the name used for rice beverages made by several American natural food companies. Those products have a "cultured" flavour, are very thick and sweet, and appeal to a very different taste. Rice Dream beverage has a mild, light flavour, and a smooth, lowfat milk-like consistency.

**What ingredients are used to make Original Rice Dream beverage?**

Rice Dream Original is made with organic brown rice grown by Polit Farms, long recognized as one of the premier organic rice growers in California.



Other Ingredients: We use only expeller pressed high oleic safflower oil, and sea salt. No stabilizers or gums are added.

**Why is safflower oil added?**

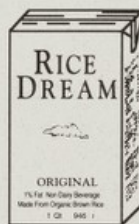
Rice, unlike soybeans which are high in fat, contains almost no fat. To help obtain a satisfying, milk-like flavour, we add only a tiny amount (1%) of high oleic safflower oil, which is rich in monounsaturates. The resulting fat content, 2 gm per serving, is lower than most soy drinks, whether they add oil or not.

**Is it necessary to add salt?**

Only a tiny amount of sea salt is added to help provide a balanced flavour. Rice Dream qualifies as a "low sodium" product.

**Does Rice Dream contain any cholesterol?**

Rice Dream beverage is completely vegan and cholesterol free.



**Can Rice Dream be used by people with food allergies?**

Rice is one of the most non-allergenic foods, and can be tolerated by most people with food allergies. Rice Dream contains no dairy, soy, or wheat. However, each person must decide along with their medical advisors, what is best for their own particular condition.

**Are any sweeteners used in Rice Dream?**

Only the natural sugars of rice account for the very light sweetness in Rice Dream. These sugars result from our patented recipe using natural cereal enzymes. A very similar process occurs when your body's enzymes break down

starches to provide energy. The resulting maltose sugars produce a gentle hint of sweetness. No other sweeteners are added.

**Can Rice Dream be used by persons who are sugar sensitive?**

Rice Dream contains a variety of carbohydrates. Its very light sweetness comes from maltose, which seems to be tolerated well by sugar sensitive persons. Again, each person is different and must decide, in conjunction with their medical advisors, what is suitable for their condition.

**Can Rice Dream be used by people adhering to a Kosher diet?**

Yes. Rice Dream has been certified Kosher-Pareve by the Union of Orthodox Congregations of America. (U)

**Can the Rice Dream aseptic package be recycled?**

Pilot recycling programs for aseptic packaging are now underway. Aseptic packaging is an efficient form of packaging which has many environmental benefits including savings in transportation fuel and refrigeration energy.

**Does Rice Dream need to be kept refrigerated?**

Rice Dream can be stored without refrigeration for about a year. There is an expiration date on top of the container. The product is best refrigerated before serving. Once opened, it will keep refrigerated for 5-7 days if chilled properly.