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FOR IMMEDIATE RELEASE
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Be Sure to “Go Wild” at Minnesota State Fair

Wild rice taste samples, “wild wear”, and wild rice recipes featured in the Dairy Building!

Hard to believe it’s that time of year again, but the Minnesota State Fair, better known as the “*Great Minnesota Get-Together*,” is just around the corner! While new fair foods always seem to get the most attention (*this year’s includes such offerings as pickle pizza, breakfast gnocchi, and cotton candy float to name just a few*), it’s the traditional food offerings, such as genuine Minnesota cultivated wild rice, that stand the true test of time. And while there are so many things to enjoy at the Fair, there is no better way to celebrate this year’s event than to **Go Wild**...with Minnesota’s very own wild rice!

For decades, the Minnesota Cultivated Wild Rice Council has been a fixture at the state fair, informing fair-goers on how cultivated wild rice is grown, its ridiculously healthy nutritional profile, and most importantly, offering delicious taste samples of newly developed wild rice recipes. Although it may be one of the rare state fair foods you can’t find on a stick, it remains one of the Fair’s most popular.

The Council’s booth and cooking school, one of the fair’s signature destinations, feature taste samples of wild rice creations, all of which can be found in the 2022-’23 edition of “*Recipes and Answers to Often Asked Questions*.” This year’s version contains wild rice recipe categories of *Soups, Appetizers, Salads, Entrees, Sides, and Desserts & Snacks*. A sampling of some of the recipes in this year’s brochure include *Wild Rice Reuben Egg Rolls; Steak & Avocado Chimichurri Wild Rice; and Zesty & Creamy Italian Wild Rice Soup* just to name a few. In all, our latest edition

includes 14 mouthwatering recipes which are all finalists from the Council's 2022 "Get Wild with Wild Rice" recipe contest.

Also included in this year's brochure are wild rice preparation instructions and answers to the most often asked questions about wild rice.

The Minnesota Cultivated Wild Rice Council booth, located in the Dairy Building just across the street from the Haunted House, features the always popular wild rice cooking school, where culinary specialists demonstrate and sample wild rice creations. Every hour on the hour from 10:00 a.m. to 4:00 p.m., these demonstrations offer great-tasting recipe samples and interesting facts detailing the rich history of cultivated wild rice production in Minnesota. In addition to receiving our brand new wild rice recipe brochure, filled with delectable and distinctive wild rice recipes, participants of our cooking demonstrations receive a free recipe magazine from a Council State Fair promotional partner.

The booth also features a wild rice informational video, a "grain" teaser to quiz fair-goers about their knowledge of wild rice, and our fashionable "wild wear" (*design shown here*) – bargain-priced t-shirts and caps promoting Minnesota's state grain!

The indisputable star of the Minnesota Cultivated Wild Rice Council's booth, however, remains the inexpensively-priced, Minnesota cultivated wild rice. Be sure to get yours early though, because at just \$6.00 a pound supplies won't last!



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Notes to Editor:

Here's an offer for your listeners/readers/viewers who are unable to attend the State Fair:

New 2022-'23 Wild Rice Recipe Brochure. Each year new wild rice recipes are created and introduced at the State Fair. In addition to these exciting new recipes, the brochure contains interesting but little-known wild rice facts, nutritional information comparing wild rice with white and brown rice, and "frequently asked questions" about wild rice, including general cooking and storage tips. If you wish to offer this brochure to your listeners/readers/viewers who are unable to visit our State Fair booth, simply direct them to send a self-addressed, stamped envelope to:

Wild Rice – MN's State Grain
4630 Churchill Street, #1
St. Paul, MN 55126

Please note – For your convenience, we are available for interviews daily from 10:00 a.m. to 4:00 p.m. and as prescheduled.