

Press Release



Media : The Malaysian Women's Weekly
Date : March 2016
Page : Domestic Diva special
Published : Monthly
Language : English
Circulation : 42,000



FOOD CONTAINER

Tipperware RiceSmart

FRESH RICE, EVERY TIME



Most of us eat rice every day. This precious grain provides nourishment for our families and is the staple food in our community.

That is why it is vital to properly store your rice to preserve its freshness. If you do not pay attention to your storage methods or keep your rice in places that may leave it exposed to the elements, you may risk an unwanted weevil infestation.

Tipperware RiceSmart puts your mind at ease. This clever storage solution comes with a neat dispenser system – a drawer that dispenses exactly one standard cup's worth (150g) of rice with each slide out, with no spills or hassles. This first-in-first-out system also ensures that the older grains get used first.

Its design includes a built-in window that shows you when the contents are running low, while a non-slip rubber base and detachable parts make cleaning easy.

Rely on Tipperware RiceSmart to be your trusted storage keeper for your daily staple.

Tipperware®

MAKE IT BETTER



Fluffy Picture-Perfect Rice

To get appetising fluffy rice like the ones pictured in magazine recipes, just lay a kitchen towel over the pot of cooked rice, then put the lid on top of the towel to ensure it is sealed. The towel will absorb the condensation coming off from the rice so the steam will not drip back down into your rice and make it soggy. Remove the towel after 15 minutes and use a fork to fluff up your rice. Voila!