



February 2021 Edition



MA'DUOMO BASMATI RICE



iCsquared GmbH

MA'DUOMO = FOODS + ART

MA'DUOMO[®]

Few cultural products express beliefs and values with the same power as food.

In art, food helps convey status - certain dishes and ingredients connect to royalty, while others relay the plight of the populace. Through narrative and still life, and from Old World classics to Pop Art, food roots an image in time and place.

History tells us the same. Ancient Greeks and Romans regularly depicted great banquets. Food-related symbolism was rife in the Middle Ages, and equally powerful in the Renaissance.

By the turn of the 19th century, foods in art became more intertwined with social commentary, inspired by issues like rapid modernization or increasing gender equality.

Pop artists Roy Lichtenstein frequently depicted ubiquitous favorites - hot dogs, pies, and steaks - while his contemporary, Andy Warhol, obsessed over the relentless expansion of packaged goods. Their legacy, built during the topsy-turvy '60s, lives on in a slew of multi-hyphenate (digital, urban, street), Internet-friendly artists who toy with our inner fat kid urges.

MA'DUOMO is about integration of foods, food packaging, art and culture.



Barbecue, Archibald Motley (1960)

THE INDIAN BASMATI RICE 1121



BASMATI IS KNOWN TO BE THE WORLD'S MOST TREASURED RICE GRAIN. TRADITIONAL BASMATI, THE FIRST VARIETY OF RICE IN THE FAMILY, HAS BECOME KNOWN AS THE PRINCE OF RICE.

THE LATEST ENTRANT IN THE BASMATI FAMILY IS 1121.

IT IS THE LONGEST BASMATI GRAIN IN THE WORLD BEFORE AND AFTER COOKING.

THE ELONGATION PERCENTAGE OF THE GRAIN IS MORE THAN ANY OTHER VARIETY OF THE BASMATI RICE. IT GIVES 30% MORE VOLUME THAN OTHER VARIETIES.

THE BASMATI 1121 CAN BE RECOGNIZED BY ITS UNIQUE AROMA AND SUBTLE SWEET TASTE.



THE NUTRITION FACTS



20-22 SERVING PER PACK
SERVING SIZE 1/4 CUP (40-45 G)

AMOUNT PER SERVING
CALORIES

170

%

DAILY VALUE
TOTAL FAT

0 G

SATURATED FAT 0 G

TRANS FAT

0 G

CHOLESTEROL
SODIUM

0 G

0 G

TOTAL CARBOHYDRATES 35 GR 12%

DIETARY FIBER <1 G

TOTAL SUGAR 0 G

- INCLUDES 0 G ADDED

SUGAR
PROTEIN

4 G

VITAMIN D

0 MCG

CALCIUM

0 MG

IRON

0 MG

POTASSIUM

0 MG



THE COOKING INSTRUCTION



1. RINSE THE RICE THOROUGHLY UNDER RUNNING WATER. FOR THE BEST RESULT, SOAK IN WATER (AT NORMAL ROOM TEMPERATURE) FOR 19-20 MINUTES.
2. IN A LARGE COOKING PAN BRING 4 CUPS OF WATER TO A ROLLING BOIL.
3. POUR 1 CUP (200 GR) OF BASMATI RICE INTO THE PAN.
4. COOK TICE FOR 15-18 MINUTES ON MEDIUM FLAME AND STIR GENTLY.
5. REMOVE PAN FROM THE STOVE AND DRAIN EXCESS WATER.
6. COVER THE PAN FOR 12-14 MINUTES (IT WILL MAKE RICE LONGER AND FLUFFIER).
7. FLUFF THE RICE GRAINS GENTLY WITH A FORK BEFORE SERVING.

