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# Veetee's new rice line to hit microwaves

Veetee has introduced a microwaveable rice that is "a fool-proof route to restaurant quality"

The company has invested more than £20m in a new factory to produce its first microwaveable product.

"Rather than copy our competitors we wanted to find a route to convenience rice that would knock people's socks off," said chairman Moni Varma.

Already on shelf in Waitrose, the rice is getting support from in-store demonstrations and a price promotion, as well as press and outdoor advertising. The range consists of Basmati, Pilau, Long Grain and Thai Jasmine, available in 280g & 300g packs costing £1.49.