RICE

HAVE A RICE DAY TODAY!

By Spyros Peter Goudas
Hello there!

This wonderful booklet that you are holding in your hand is the result of many years of experience and I thought it would be interesting to inform the general public and my loyal customers regarding everything I know about this wonderful grain. Throughout history, rice has been one of man’s most important foods. Today, this unique grain helps sustain a major percentage of the world’s population.

Of course you may simply surf the Internet and download endless files of information regarding this subject. Some make sense, some seem to be imaginary. Sometimes I wonder, how does one know for sure what happened 3,800 years ago?

Who interviewed King Boulu of Malaguaya those many years ago, to discuss his discovery of the first bowl of rice?

Now thousands of years later, by surfing the internet I discover that there are 6,800 different varieties of rice all over the world. Each has its own appearance, taste and texture. Therefore, there are rice varieties such as: wild rice, red rice, glutinous rice, sweet rice, Bula rice, Kunala rice, Ramesh rice, Nathan rice, Kana rice, brown rice, etc., etc.

Even Joe Blow has his own variety.

There is no possible way in this little booklet to provide you with information on all the variations in cooking styles for each and every one.

I have simplified to the best of my ability, the information and knowledge that I possess through my forty years of experience in the rice commodity, and through dealing with thirty-two (32) rice varieties for the many ethnic groups that this beautiful country of Canada has the privilege to accommodate.

It is well known that each nationality or group of nationalities utilize a particular variety and what is good for one nationality, may not necessarily be appealing to another.

There are individuals out there who have an aversion to the mere mention of the word rice. They do not want to look at it, try it or discuss it. It may give them goose bumps and shivers.

On the other hand, it is a fact that rice is a staple and main dish for more than half of the world’s population today.

There are people who eat rice three times a day, including breakfast. I am an exception to the rule because some days I may end up having as many as eight small bowls because I sample every batch before processing and packaging.

Thank God, at my age with all the rice I have eaten over the years, I still have my health and my hair, and no deficiencies that I am aware of.

However, from an early age I have been
considered by many to be a workaholic, even before I started the rice business.

They even said that I did not have a brain, maybe I never had one to begin with, so I cannot blame it on the rice.

Should you be one of those individuals who have never tried rice before and have decided to be a new user, please let me know by sending me your name and social insurance number and I will upgrade my numbers to include you.

Very little is known about the origin of rice cultivation. Archaeological evidence suggests rice has been feeding mankind from the beginning of time.

So let us forget about old times, history, rumours, former kings and queens and concentrate on the subject as it is today.

The information I am revealing is a culmination of knowledge gained from the rice business.

During this time, I was able to communicate with producers, growers, manufacturers, cooks, chefs, and related rice personalities from all over the world.

I believe that I can honestly state that I am somewhat of an authority in the field.

Before I leave this subject of communicating with suppliers, etc., I remember an incident which happened years ago.

Back in 1970 when I started the rice business I had become the broker and distributor for Comet Rice Mills from Houston, Texas. The Export Sales Manager at the time was Jim Bessom who for years and years came once a year to Canada to talk about rice and new developments. Each year he brought me a switchblade knife as a gift. The blade was only half of an inch long. Finally on one occasion, I questioned the purpose of this switchblade.

He stated that in the near future that it was rumoured that with new technology, that there would be a way to accommodate three-way conversations, and anticipation for more group conference calls.

And since he travelled all over there world and he gave similar knives to brokers around the globe, he went on to state that the purpose of this little knife would be, at a particular moment and time, he would give the signal, for all brokers to slit their wrists since the rice business was always unpredictable.

Jim passed away in the last decade, (May his soul rest in peace.), but I was given instructions to give the signal at my discretion when the right time comes. Obviously, each day is a learning experience for me. And I can honestly say that each day I learn something new that I did not know the day before, especially, when it relates to cooking.

Naturally, I have incorporated some humour within the writing so that you may have an enjoyable reading experience while experimenting with a new recipe or enhancing your present culinary skills.

Within the last few years, I wrote several recipes and booklets about rice and I thought it would be a good idea to summarize and include some of these recipes into this booklet.

I would like to begin by re-introducing the topic to newcomers into the rice world with the title:
HOW TO COOK MOST VARITIES

Obviously, there is a first time for any new chef to undertake cooking rice. Sometimes, a person can get very annoyed after purchasing a bag of rice, when once at home, he/she realizes that there are no cooking instructions on the package. And, being a novice at cooking, one is stuck.

On the other hand, sometimes there are cooking instructions that one follows right down to the last detail, and the rice still does not come out right.

The reason for that is, sometimes the instructions tell you to put 1 cup of rice to 2 cups of water. Bring water to boil, then put the rice in the pot, cover with the lid, reduce the heat for 20 minutes and 18.5 seconds, so let us synchronize our watches, and hope that the water evaporates and the rice gets cooked! If you hit the jackpot, maybe you end up with good tasting rice!

Obviously, different varieties of rice, have different cooking time periods, and with each stove being different (electric stoves give off different heat proportions than gas stoves), the instructions on the bags can be way off from reality.

You may end up with very soft rice, which is yucky, and right off the bat you will hate the taste. Or, it is hard as a bullet and your dentist will love you!

I do know that there are people who cook rice very well and I always learn from them.

But for those who have no knowledge and want to experiment with the grain, I suggest the following:

Regardless of the variety, brand or country of origin, the recipe below has all the information a beginner needs to perfect the art of cooking rice.

1 cup of rice (enough for 1 person)
6 or more parts water (parts = cups)
Salt to taste

This is all you require as far as the list of ingredients. And of course, a pot! Put the pot on the stove. Add the water.

Turn the stove on.
Bring the water to a boil.
Add that cup of rice and salt to taste. Let the rice boil until it is tender to your taste.

Every so often taste one grain.
It is also quite entertaining to watch the rice boiling, jumping up and down.... So since you do not cover the pot, use the lid as your steel drum instrument, a fork as the drumstick, and get into the rhythm as you watch the grains bubbling; all the while singing the song with the words:

Goudas Rice is very nice!
Goudas Rice is very nice!
It is good for pelau* or Chinese fried rice!
So take my advice and buy Goudas Rice!

By the way, did you like the song? Is it the first time you heard this jingle? Wait until you hear it played on steel drums! It is absolutely wonderful.
You may listen to the song at www.goudasfoods.com website.

This beautiful jingle was a gift from the Raymond family from Trinidad and Tobago, (a group of kids between five to ten years old) for my contribution to the multi-cultural society.

You must repeat the song again and again until you memorize the lyrics and the rice is tender to your taste!
You then remove the pot from the stove and empty into a colander/strainer.

When all the water is drained, return the rice to the pot, and place a slice or two of butter on the top.
Cover the pot with your steel drum (lid) for a few minutes, to allow the butter to melt into the rice and stir.
If you do not like butter, put a little bit of margarine or oil.

Now you are the chef and you know how to cook any rice! Congratulations!

And now listen to one of my poems, and try to say it in one breath….

If you enjoy rice, and I hope you do, Mr. Goudas rice, is just for you!

*Pelau is one of the national dishes of Trinidad and Tobago. It consists of rice and green pigeon peas, cooked together in the same pot with your meat (chicken or beef).

Of course you use Mr. Goudas par-boiled Rice and Green Pigeon Peas or gandules.
a chance to read anywhere else. The most complicated thing about this recipe is the word “Basmati”.

This particular variety of rice comes from either India or Pakistan.

It does not grow in South Africa, South America, the North Pole, or any other part of the world.

Many companies have tried to grow Basmati in other countries, but at the end of the day, they all failed. So, if you see a brand of this rice stating: product of U.S.A., Germany, France, England, Switzerland...then you know that someone is pulling your leg.

The Basmati rice has 3 characteristics:
1) the length
2) the texture
3) and the aroma

Usually, packers and manufacturers, put some percentage of each of these varieties, to come up with a brand that would be acceptable to certain consumers.

Therefore, one bag of Basmati rice could be entirely different from the brand sitting right next to it on the grocery shelf.

The selection of the brand is entirely based on individual taste.

The recommended brands are:

The Lion King 848,
The Pride of Himalaya,
The Jewel of the Indies,
Tusk brand # 5, Mr. Goudas,
Blue Lake, Golden Saffron,
Blue King Elephant Brand,
Lal Gate 1121.
Of course if you were to go to the Indian or Pakistani stores you will see hundreds of brands, anything from 624 to 721,407, 427, 409, 400 and 401, and an endless list of Highway names. So you take any Highway it would lead you to a store that sells Basmati Rice, It is advisable that if you are accustomed to a particular brand do not, and I means do not under any circumstances change your brand just because your supermarket has an unknown brand of Basmati rice as the special of the week.

Should you switch from your favourite brand, just to save a few pennies, you may end up with a variety that does not suit your taste, or expectations, and in the end after cooking, you are not going to be happy and will blame it on the Basmati rice.

This is totally wrong because Basmati rice is really and truly one of the finest varieties in the world. Literally translated as “King of fragrance”, Basmati has been grown in the foothills of the Himalayas for thousands of years. It’s “perfume”, has a nutlike flavour, and its aroma can be attributed to the fact that the grain is aged to decrease its moisture content. Basmati is a long-grain rice with a fine texture. It is consumed worldwide and is excellent with curries or other dishes. Several varieties were experimented upon in the U.S., but regardless of their efforts, there is no comparison to the quality and flavour of the Basmati rice grown in India and Pakistan. It would be like trying to grow a banana in the Arctic or growing coconuts in Canada.

Freshly packaged rice is the best for other varieties of rice; however, Basmati rice is like wine and gets better with age.

On average, a minimum of at least 2 to 3 years should pass prior to consuming. Within that period of time, effort is put into highly securing and providing a properly ventilated storage area for the aging process. Interest rates in India and Pakistan are high. Therefore, superior quality, taste, texture and aroma do not come cheap. Then include high storage, packaging and transportation costs and a little profit margin for the store owner.

Proper fumigation prior to export must be achieved, to prevent bacteria from forming during the long trip from India or Pakistan via the Indian Ocean. During this trip, transport containers can reach inside temperatures higher that 150 degrees Fahrenheit, which can endanger the shipment with infestation. (picture below)

Furthermore, when the shipment is ready to be unloaded at the destination facilities, another inspection is performed during transport, through highly ventilated and aerated warehouses. Monitoring is also performed from the warehouse to the supermarket shelves.

What a long story for a bowl of rice!!

I hope you gained some useful information about the Basmati rice.
ITALIAN STYLE RICE

Although it is called Italian Style Rice, very little of this particular variety is grown in Italy.

I have always given credit to the Italians for two things: their soccer skills, and their methods and variations in the preparation of rice.

Many people have asked me why I do not include cooking instructions on rice packages.

Personally, I have always felt that it would be very unfair to summarize all the recipes into one. You may always ask your Italian friend for their specific recipe or family tradition.

One day I came out of the laboratory kitchen with a platter of rice which was enjoyed by all my staff. They persisted in questioning me until I revealed the recipe which is as follows.

In a large frying pan, sauté one diced onion with 3 tablespoons of Mr. Goudas Extra Virgin Olive Oil.

I believe that onions improve memory and always include at least one onion in all my dishes.

Add a can of Mr. Goudas Diced Tomatoes with Herbs and Spice, and allowed this to simmer.

I add one can of Baby Clams, carefully rinsed and drained. (Regardless of the name brand, I believe that there may be a small residue of sand left in the clams.)

Next, I add three cloves of thinly sliced garlic to the mixture. Additionally, I boiled 1 cup of rice in 2 cups of Mr. Goudas Chicken Broth (no MSG) for 5 minutes (i.e. until partially cooked).

I then placed the rice including the broth into the frying pan containing the other ingredients and gently stirred the mixture with a wooden spoon until the rice was completely cooked, and had absorbed all the tomato juice.

The garlic flavour penetrated the rice along with the herbs and spice from the tomatoes.

As is my tradition, I always add one tablespoon of my most favourite pepper sauce to my dishes, i.e. Mr. Goudas Trinidad Hot Sauce, which contains crushed peppers, papaya, celery and parsley.

Mmmmm, delicious!
While sitting at the table enjoying this unique dish, one employee mentioned that if onions improved my memory, I should consider eating them more often, because I certainly forgot the raise that was promised years and years ago!!

I have referred to the above recipes as Italian style rice but the real name is Calrose. This particular variety is grown in these areas: Australia, Egypt, California and China.

In fact, Chinese, Japanese and Koreans are the main users of this variety of rice which has a sticky texture and therefore perfect for eating with chop sticks.

It is simply boiled until tender, however, the above nationalities have their own methods of cooking and enjoying this variety.

In some cases, rice cookers are used. Additionally, they do not experiment with any other variety of rice, e.g. brown, parboiled or instant varieties.

ARBORIO RICE

Continuing on with the reference is another variety called Arborio which is grown in Italy.

I admit that Italians must be given additional credits for the following: their opera, the racing of cars, their wine making ability, and of course, the preparation of their Arborio rice.

I witnessed the creation of this recipe at the old Primavera Restaurant on Avenue Road and Lawrence, Toronto, Ontario, Canada at the time.

I had requested that Mario Liviato, the owner, chef and a personal friend, prepare an Arborio Rice dish with baby clams so I could observe its preparation.

The recipe required the following:

- 1 cup of Arborio rice
- 1/2 green pepper
- 1 large onion
- 1/3 cup Extra Virgin Olive Oil
- 1/2 can diced tomatoes with herbs and spice
- 3 cloves garlic
- 2 green onions
- 1 can of baby clams if you prefer, or you can make that dish with mussels, scallops, and crab legs.

Dice the onion, green onions, and green pepper into small pieces. Toss into frying pan and sauté in the olive oil until golden in colour.
Add 2-1/2 cups of water, the diced tomatoes, salt and pepper to taste. Chop the garlic into small pieces and add. Bring to a boil. Add rice and stir occasionally. Cover the pan, and allow ingredients to simmer for 10 to 15 minutes. Add the can of baby clams. Gently stir the mixture to blend in all the ingredients. Cover and continue to simmer until the rice is cooked and most of the liquid has evaporated. This particular type of rice absorbs more water than any other rice and expands almost twice its original size. It is very important to monitor the amount of liquid, in the final stages of cooking. Do not overcook. Allow for the rice to have a bit of a bite, i.e. not too soft. Serve as a main dish with a Romaine Lettuce Salad and Italian Cheese. I tried to make this dish on a couple of occasions, and although it was very good, I was unable to achieve the same results as Mario Liviato at the restaurant. Therefore, I returned to the restaurant and informed Mario of my dilemma. He responded: “Peter, you are a great business man and a very, very good cook, but I am THE CHEF!” Mario and I have been friends for over 35 years. The above is one risotto recipe, and of course there are many variations.

### RICE & CHICKEN SOUP, with EGGS & LEMON

Should you happen to be feeling a little under the weather, this soup is delicious and nourishing, and happens to be an old favourite.

**Ingredients:**
- 2 chicken leg/thigh pieces
- 1 cup of parboiled Rice (or Mamma Lucia)
- 2 Eggs
- 1 Fresh Lemon
- 2 tbsp. of Olive or Soya Oil
- Salt and Black Pepper to taste

Fill a medium casserole 1/2 full of water and bring to a boil. Cut chicken pieces in two, wash and add to boiling water, together with the oil. Cover and continue to boil until tender. Add 1 cup of Mr. Goudas Parboiled Rice, if you like your rice to be firm after cooking. Or 1 cup of Mamma Lucia Italian Style Rice, if you like your rice to be softer.

Add salt and black pepper to taste and continue cooking until rice is tender. Turn off the stove.

Break the 2 eggs into a big glass bowl, have the juice of 1 fresh lemon (remove the seeds). Whisk the eggs and slowly add lemon juice. Continue whisking the eggs and lemon juice until it becomes bubbly. Without stopping, take a cup of juice from the casserole and slowly pour into the eggs/lemon mixture. Continue whisking. Add a second cup of juice from the casserole and continue whisking. The next step will be to pour this mixture into the casserole. To do so, you have to be very careful and pour the mixture into the casserole slowly.
as you now begin beating the contents of the casserole. When you are finished pouring, hold the handle of the casserole and gently shake it. It is important to follow the directions in the finishing stages correctly, because if you do not beat the eggs properly or do not pour slowly, the eggs will cook and the soup will have flakes of cooked eggs on the surface. This is not what we need.

RICE & GROUND BEEF, PORK OR CHICKEN

1 pound of ground meat 1 medium onion, diced 1 tbsp of chopped fresh parsley 1/2 cup of rice, Mr Goudas Calrose, Mamma Lucia or Mr Goudas Parboiled 1 teaspoon of salt 1/2 teaspoon of black pepper 1/2 cup of olive oil.

Mix all the ingredients together, and mould into round 1 inch / 2.5 cm balls.

Put balls in a pot, add some water to cover the balls, add the oil and cover the pot.

Let them cook for about 20 minutes.

Egg-lemon Sauce 2 eggs 1 lemon In a separate bowl, beat the eggs with a mixer and slowly, while beating, add the lemon juice ensuring that the sauce does not curdle.

With a ladle, take some of the juice from the meatball pot, add to the sauce, while always mixing. Keep doing this until all the juice has been mixed in the sauce. Empty all the sauce on top of the meatballs and serve.

The last two recipes, although they may be new to you, have been enjoyed for centuries in Turkey, Greece and the Middle East. It is very inexpensive and very tasty, especially if you add your favourite spices.

PARBOILED RICE

This variety is partially precooked and by doing so, the colour changes from white to yellowish brown.

The process involved in producing the parboiled is too detailed to document here and will need another volume to reveal. Most of the parboiled rice is grown and processed in the U.S. Of course, there are variations in taste depending on the State in which the rice is grown.

Mr. Goudas parboiled rice is a particular variety in which preparation and moisture content specifications have to be precise from batch to batch, year to year. I tolerate no variation in my choice of parboiled because this particular variety has been used by my company since its inception and my customers have been very loyal to this variety. Notwithstanding, there are other brands of parboiled rice, however, so far, Mr. Goudas parboiled rice has been the top seller. It is very popular with certain nationalities who prefer grainy rice which simply means the rice is not sticky and has a bite to it. Obviously, it is not favoured by Orientals who use chop sticks because if I give them a bowl of rice on Monday, they will still be enjoying every grain by Friday afternoon. Although Orientals do not favour this variety, the parboiled rice has a tremendous following from the people from the Caribbean, Latin and South America, U.S.A, certain parts of Africa, Sri Lanka, and Europe.

The recipe below reflects one particular method of preparation.
RICE CARIBBEAN STYLE

It is not an easy thing to see someone have such an expression on their face after the first spoonful, as the girl in the picture.

But this is the result of this Special Curry Chicken dish.

There are thousands of brands and varieties of curry available, however we suggest Mr. Goudas Curry Powder.

I have created a book about Spices which contains The Curry Story. It is a hilarious comedy and I suggest if you obtain a copy and you will thoroughly enjoy it.

To achieve this, do the following:

Prepare as follows: 4 pieces of chicken, preferably back and leg/thigh combo (the chicken breast is too dry for curry). Wash chicken parts and in a large frying pan add ¼ cup of oil, preferably Extra Virgin Olive Oil, heat but do not burn. Add chicken parts and fry for 3 – 4 minutes until light brown. Add 2 carrots, sliced ¼ inch thick, 1 chopped celery stalk, 1 diced *chocho, 1 diced potato, and 1 diced onion ¾ inch thick.

Stir and simmer for a few minutes.

(*Should you be unfamiliar with chocho go to your nearest West Indian Food Store and inquire.)

Add a can of Mr. Goudas Chicken Broth (No MSG) to enhance the flavour. Add 2 or 3 cloves of garlic thinly sliced, 2 or 3 pieces of thinly sliced ginger, and a couple sprigs of fresh thyme.

Add 2 tbsp. of Mr. Goudas Curry Powder, 1 tbsp. of Mr. Goudas Trinidad Hot Sauce and a little salt and black pepper (do not add too much salt because the curry itself contains salt).

Stir, cover and let simmer for an additional 20 - 25 minutes.

During this waiting period, prepare the rice.

If you are an expert at rice preparation, you do not need my advice.

For those who do not know, please follow the instructions at the beginning of this booklet.

The Curry Chicken should be just about ready. Make sure that all the broth has not been absorbed since this “gravy” is an important part of the curry. The odour of this dish should be mouth watering.

We would like you to treat this dish as one of your marvellous creations.

Present at the table accompanied with a side salad of tomatoes, cucumbers, onions and green peppers, or a romaine lettuce salad.

As far as beverages: serve with red wine at room temperature, or for non-alcoholic drinks, Mr. Goudas Ginger Beer is ideal.

I am sure that if you are a curry-lover you will have the same expression on your face as the girl in the picture!!

Curry chicken is only one serving suggestion. You may also use goat or beef. However, goat meat or beef require extra cooking time to become tender before adding the other ingredients.

For vegetarians, eliminate the meat and the chicken broth.

BROWN RICE

Basically, brown rice is unmilled and unbleached rice, and the next stage after the husk has been removed it has a nutty flavour and a chewy texture after biting. Unfortunately it becomes
rancid very quickly.
Since it is subject to weevils and infestation, it is
advisable that you purchase in small quantities or
on an as needed basis.
Natural brown rice, although it is supposed to
be the cheapest rice, it becomes more expensive
because of storage, transportation and packaging
costs which many suppliers prefer not to deal with.

It has been rumoured to be a cure for constipation.
Please note that I am not making any
medical claims.
The similarities with respect to carbohydrates,
protein and calories are similar to the long
grain white rice.
The cooking preparations mentioned at
the beginning do not apply to brown rice due
to the fact that this particular grain needs
a three to four times longer cooking period.
In a few words, put lots of water in the pot,
watch the long film “Gone with the Wind”,
and then sit down for dinner.
Unused portions of brown rice should
be stored in the freezer to help control
infestation and Indian mill moths which
are very common with this product.

JASMINE or SCENTED RICE

This variety grows exclusively in Thailand.
It is uniform in length, colour, smooth
and silky in texture.
In addition, it emits an aroma once
cooked, hence the term, scented rice.
It is very popular, not only in Thailand but in China,
Burma, Laos, Viet Nam, Cambodia, Philippines
Malaysia and Indonesia.

I suggest you start with a
top quality Scented rice under
the brand name Tai-Tai.
Although, I would like to
simply say, boil until tender to
your taste, the reality is that there are specific time,
temperature and water components which are too
precise and culturally based to achieve perfection
that other nationalities are unable to imitate.

To really enjoy the taste of scented rice
I suggest you visit the friendly home of one
of the nationalities who favour this variety.
Or, using the base recipe for cooking rice, adjust
the temperature and amount of water, and make
a few trials, until you perfect a method.

INSTANT RICE

There are instances when the 20 minute boiling
period for regular rice seems like
20 hours, especially when tired.

Obviously, at these times one thinks that Instant
Rice is the answer because it cooks
in 5 to 10 minutes. Since this particular type
of rice is precooked and dehydrated, it looses
some of its flavour during processing.
However, the addition of flavouring, herbs, spices
and aromas compensate for the loss in taste.
Consequently, Instant Rice is more expensive.

However, those who use Instant Rice only,
do not receive the full benefit of the aroma,
taste and variety that Mother Nature has
provided in this wonderful grain.
The choice is yours. And when you decide that
Instant Rice is an alternative for you, there are
several brands on the market, including mine.
As you can see from the photo, I have developed six varieties of flavoured rice with an easy-pull lid for your convenience.

Simply open the can, and scoop the rice out unto a plate. Microwave for 1 minute. Remove from microwave, gently break the chunks of rice with a fork and microwave for an additional minute.

Some of these are enhanced with natural ingredients, e.g. fresh water chestnut, bamboo shoots, bean sprouts, among others.

My instant rice category includes Mr. Goudas Speedy Rice.

This particular variety is made from parboiled rice instead of long grain white rice.

Simply boil for 5 to 10 minutes until tender to your taste and enjoy as a side dish.

Rice is a wonderful basic food with so many varieties that there is never boredom.

I have exhausted all the pages that were allowed to create this informative booklet.

Hopefully, you have gained some insight info of this versatile grain.

Should you check our website, there is a Recipe Section which includes a variety of recipes, including the Rice Pudding Story.

My recipes are relatively simple and can add an exotic flair to your daily routine.

Over the years, my passion for my work has inspired me to write approximately 35 books.

Some reflect recipes, others offer educational information.

I will be very pleased if you read any of my books found in any location that they are available.

My main objective is to relay information about what it takes to create high quality products from around the world for anyone to enjoy!

In closing, I would like you to memorize the following refrain:

Goudas Rice, is very nice
Goudas Rice, is very nice
It is good for pelau,
or Chinese fried rice
So take my advice
And buy Goudas Rice!

Spyros Peter Goudas