

Royal Unveils Refreshed Jute Bag Design for 20lb Authentic Basmati

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Royal, recognised as the brand of Authentic Basmati rice in the United States, has unveiled a refreshed jute bag design for its 20lb Authentic Basmati, marking a new chapter in the brand's visual identity and reaffirming the trusted quality that has defined Royal for decades.

Visually, the iconic new jute bag highlights Royal's legacy through refined brand elements, most notably the iconic Queen symbol. Her updated details, colours, and composition provide a contemporary interpretation of the brand's heritage and reinforce Royal's position as a trusted and enduring staple in kitchens nationwide. The neutral, earthy tones are complemented by carefully stitched details and crisp printed graphics, creating a visually striking bag instantly recognisable on shelves. Constructed to last, the jute bag can be easily reused or upcycled, transforming a simple rice package into a practical, eco-conscious home staple.

Together, these elements, led by the bold Queen emblem, make the bag unmistakably Royal, blending the brand's heritage with a contemporary touch. While the rice itself remains unchanged, naturally aromatic, premium aged, and known for its long, fluffy grains, the refreshed jute bag combines Royal's heritage with a modern focus on craftsmanship and durability.

"Our jute bag redesign is about honouring the traditions that have made Royal a trusted name for generations, while reflecting the values and expectations of today's families and home cooks," said Mayuri Mukherjee, Vice President of Brand Marketing at LT Foods Americas. "Guided by standards of quality, care, and responsibility to the future, Royal's new jute bag is a symbol of what we choose to carry into our homes, the meals we share, and the values we pass forward."

To celebrate and honour the jute bag unveiling, Royal is also debuting a new creative campaign: "Crafted For Generations To Come." Activating across organic and paid social, creative and with chefs and macro-influencer partners, the new campaign exemplifies the care, quality, and responsibility that Royal's jute bag is carrying forward for future generations. With the launch of the new jute bag and "Crafted For Generations To Come" campaign, Royal builds a refresh rooted in continuity, combining a modern, cohesive visual identity with the same trusted rice that families, chefs, and home cooks have relied on for decades.