

# Mr Lee's launches congee porridge range



Mr Lee's Pure Foods' Congee is available in two flavors: Original Congee Rice Porridge and Chicken Congee Rice Porridge

[Mr Lee's Pure Foods](#) is launching a new range, Mr Lee's Congee, in the US and Australia, and shortly also in Europe.

The savory instant rice porridges feature two flavors: Original Congee Rice Porridge and Chicken Congee Rice Porridge. Congee (also called konji, conjee, 粥, juk, jok and jook) is a traditional pan-Asian staple food recipe. The dish stands out for its versatility as it can be served in many different forms.

Mr Lee's Congee is a "healthy, instant version of the traditional East Asian breakfast," reads the October 23 press release. It is low in sugar, low in fat and contains no artificial ingredients. Both flavors are gluten-free and with authentic Asian-style flavors and four styles of grains. The Chicken Congee Rice Porridge flavor is made with large pieces of 100 percent real chicken meat and the Original Congee Rice Porridge is vegan. The line offers an ideal healthy meal that can be made in a few minutes.

"We couldn't be happier to enter the convenience rice porridge sector. This nationwide launch allows us to bring our instant congee to the world in a healthy and convenient format," said Damien Lee, Chief Executive Officer and Founder of Mr Lee's Pure Foods. "I grew up eating it, but typically it takes hours of cooking at home to make a perfect Congee. We've made it to be ready in just four minutes and in a convenient cup format. Our instant congee helps time-poor people eat better, perfect for those who lead hectic lifestyles."