



start here,
GO ANYWHERE.

Pear, Fig, & Goat Cheese Flatbread

Rich's® Flatbreads help take your menu to delicious new places.

Rich's® Rustic Whole Wheat Flatbreads are perfect for the ever growing health-conscious consumer. Made with simple ingredients and chock full of protein and fiber, this whole wheat flat has nutritional benefits and great flavor.

**For flatbread recipes and ideas,
visit richsfoodservice.com/flatbreads**



on trend!

Flatbread appetizers have exploded on leading full-service restaurant chain menus over the past two years, largely due to their customizability & share-ability.

- Flatbreads increased 13% on FSR appetizer menus since 2011*
- Flatbreads have increased menu penetration nearly 50% in every segment except Fast Casual**
- Trends in breads point to whole grain and flatbreads to fulfill the needs of the health-conscious consumer**

*Source: Technomic Pizza Report 2014

**Source: Datassential Menu Trends

unlimited menu versatility

why flatbreads?

- Flatbreads are perceived as authentic, artisanal, old-world, global-inspired and upscale.
- Consumers believe they contain fewer 'carbs' than typical breads.
- Smaller than traditional sandwiches for portion control and a healthier option.
- Naturally low in sodium with zero trans fat, and generally lower in calories than other bread options.
- Perfect for small plates and appetizer items that drive check averages.



16197

PRODUCT CODE



18.2 LB.
CASE WEIGHT (gross)



365 DAYS
FROZEN SHELF LIFE

PRODUCT CODE	UNIT SIZE	DESCRIPTION	CASE/UNIT WEIGHT
16197	4.25" x 8"	Rustic Whole Wheat Flatbread	96/2.7 oz.

CASE DIMENSIONS	CASE CUBE	BLOCK X TIER
L 18.25 x W 14.25 x H 8.5	1,279	6 x 9 = 54

your guide to rustic whole wheat flatbreads



Appeals to health-conscious consumers

- Made with whole wheat flour and 100% whole grain!
- Whole wheat and whole grain still trending strong on menus: 8% increase in menu penetration in the past 4 years for whole wheat and 39% for whole grain.*

*Source: Datassential Menu Trends



Clean label

Less than 15 ingredients go into Rich's® Rustic Whole Wheat Flatbreads.



Authenticity consumers are looking for

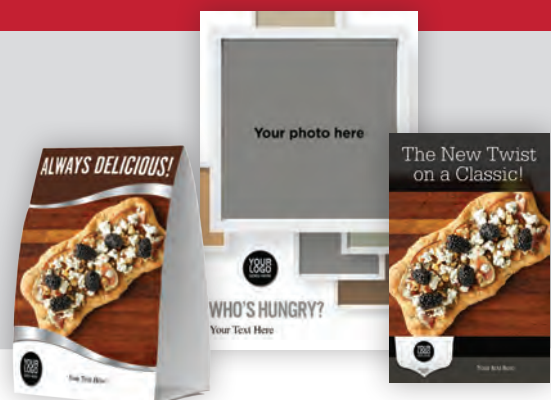
Rustic look complete with blistering throughout and hand-stretched appearance makes this flatbread perfect for pizzas or appetizers.

Simply thaw and use for any application!

Promotional Support and Merchandising

Grow your flatbread sales with custom table tents, feature sheets and menu cards.

Ask your Rich's sales representative now!



To learn more about Rich's Flatbread solutions, visit richsfoodservice.com or call your Rich's Sales Specialist.

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