



PLANT BASED & GLUTEN-FREE PIZZA CRUSTS

PIZZA FOR EVERYONE.

Vegan. Vegetarian. Flexitarian. Gluten intolerant. Everyone loves pizza night — regardless of their dietary restrictions and preferences. Rich's Plant Based and Gluten-Free Pizza Crusts deliver the food safety, great taste, ease of use and premium value you need to meet the evolving demands of your consumers — while giving you a cutting edge over your competitors.

FTO-So Easy

Creating plant based, gluten-free crust from scratch is labor intensive, time consuming and difficult to get right. That's why Rich's gluten-alternative pizza crusts are all freezer-to-oven.

Add a Premium

Gluten-alternative menu items present premium pricing possibilities. Our innovative crusts can help attract new patrons, increase ticket averages — and keep consumers coming back.

Distinguish Yourself

With less than ¼ of menus meeting consumer free-from demands,¹ there's plenty of opportunity to fill the void while filling bellies.

Gluten Freedom

Nearly ⅓ of households are dealing with dietary restrictions,¹ and decision-makers are on the lookout for establishments where the whole family can eat together.

1 - DATASSENTIAL

Plant Based & Gluten-Free Pizza Crusts

Product Code	Product Description	Case Pack	Unit Weight (oz)	Shelf Life (Days)
08955	7.25" Gluten-Free Crust	24	4.85	270
13520	10" Gluten-Free Crust	24	7.75	270
16428	12" Gluten-Free Seasoned Crust	20	15.2	270
03220	NEW 10" Traditional Gluten-Free Crust	20	8.6	270
11823	NEW 10" Broccoli Cheddar Crust	24	5.2	180
11819	NEW 10" Seasoned Cauliflower Crust	24	5.2	180

CRUSTS YOU CAN TRUST.

Gluten-Free Pizza Crust

Our heritage gluten-free crust is deliciously thin, crispy and full of authentic flavor. Packaged on a tin to prevent cross-contamination, you can simplify your back-of-house while showing your consumers you care about their dietary needs.

Traditional Gluten-Free Pizza Crust

With a thicker, chewy texture, fermented flavor and a developed cell structure, our newly formulated Traditional Gluten-Free Pizza Crust delivers authentic pizzeria pleasure. Arriving on a tin, this pie is also vegan — though you may have trouble convincing your consumers of that once they try it.

Broccoli Cheddar Pizza Crust

As 57% of consumers look to incorporate more plant based foods into their diet,² they turn to the nutritional benefits of broccoli. Made with more than 20% of the superfood, Rich's Broccoli Cheddar Crusts are a premium foundation for unique pizzas, chips, sandwich carriers, flatbread apps and more.

Seasoned Cauliflower Pizza Crust

Our delicious Seasoned Cauliflower cooks, cuts and crunches like a traditional pizza — without the guilt. These innovative plant based crusts are made with more than 20% cauliflower and are an ideal base for creative toppings, alongside your favorite dip, as a panini carrier and more.



2 - NATURAL MARKETING INSTITUTE

