RICH'S®

CONVENIENTLY DELICIOUS.

C-STORE SOLUTIONS

BAKERY SOLUTIONS

WE MAKE IT EASY. YOU MAKE IT GREAT.

Who can resist the allure of fresh-baked sweets in the air? Whether you create your own signature items or prefer extreme speed and ease, we have the perfect bakery solution for your operation.

3 OUT OF 5 CONSUMERS HAVE EATEN COOKIES IN THE PAST WEEK.

Datassentials, February 2019

FULLY FINISHED

COOKIES • DONUTS • UBR® BREAKFAST ROUNDS

FRESH APPEARANCE - Great-tasting, high-quality and attractive.

INVENTORY CONTROL - Quickly thaw and stock to capture sales and reduce waste.

CONVENIENT - Thaw, remove from package and sell.

EASY TO EXECUTE - Limited labor time and skill needed.

READY-TO-FINISH

COOKIES • DONUTS • CINNAMON ROLLS • PASTRIES

ULTIMATE FRESHNESS - From freezer to bakery case in under 10 minutes!

VARIETY - Use assorted toppings, cereals or candies to create your signature item.

CONVENIENT - Quick and easy to prepare.

VERSATILE - Apply seasonal and holiday icings and finishers for promotional offerings.

ICINGS & GLAZES

GLAZE • ICINGS • TOPPINGS

BRING IT FULL CIRCLE - With all the finishing touches, like glazes and icings in the hottest flavors and colors, creating signature bakery offerings is easy and will keep your customers coming back for more.

GRAB ‘N GO SOLUTIONS

IT’S ALL ABOUT CONVENIENCE.

Your customers are on-the-go and want quick and fulfilling options. We can help! From parfaits to dessert dippers and individually-wrapped cookies, Rich’s has you covered.

Dessert Dippers

Sweet Middles

Individually Wrapped Cookies

56% OF CONSUMERS DECIDE TO BUY SNACKS ON IMPULSE INSTEAD OF A PLANNED SPECIFIC SNACK.

(IFMA Datassential 2018/2019)

Make sure your Grab ‘n Go items are set out in high traffic areas!

BEVERAGE SOLUTIONS

AT JUST $75 PER UNIT, AND 100% YIELD PER BAG, THE MYTOP™ DISPENSER MAKES CREATIVE CUSTOMIZATION AFFORDABLE.

BIG DISPENSE. LITTLE EXPENSE.

Rejuvenate your customer’s morning commute and grow your premium beverage sales by adding Rich’s whipped topping to your coffee program. Perfect for hot and cold applications, our creamy whipped toppings will easily become part of your customer’s daily routine and increase your gross margin.

FROM FRONT OF HOUSE TO BACK, WE HAVE YOU COVERED!

- mytop™ Whipped Topping
- On Top® Soft Whip
- On Top® Original Whipped Topping
- On Top® Pink Whipped Topping
- On Top® Chocolate Whipped Topping
- On Top® Mallow Whipped Topping

PIZZA REVOLUTION

PIZZA IS A PROFIT ENGINE.

And it's consumers' most-loved food option at C-stores. Contact your Rich's representative to calculate your potential profit.

	FRESH IMAGE	LABOR	PROOF TIME	PRODUCT VERSATILITY
DOUGH BALLS	Very Important	Basic Dough Knowledge	Overnight	High
PROOF AND BAKE SHEETED	Very Important	Basic Dough Knowledge	Overnight	High
READY TO STRETCH PIZZA DOUGH	Very Important	Labor Saving	None (Overnight or Quick Floor Thaw Only)	High
FRESH 'N READY	Very Important	Labor Saving	None (Freezer-to-oven)	High
PARBAKED	Important	Labor Saving	None (Freezer-to-oven)	Medium
FULLY TOPPED	Important	Labor Saving	None (Freezer-to-oven)	Low

THE BREAKFAST OPPORTUNITY.

Expand traffic at your pizza station by offering a simple breakfast pizza. Using the same crust as your traditional pizzas, simply top with basic breakfast staples and capture a whole new audience of eaters.

SANDWICH SOLUTIONS

IT'S ALL ABOUT THE BREAD.

Consumers are looking for unique, adventurous flavors, while being quick and convenient. Our wide portfolio of breads, rolls and flatbreads make it easy to up your sandwich game – and from dough balls to fully-baked options, there's a product to perfectly match your needs and equipment.

DOUGH

SUB ROLLS • BUNS & ROLLS • BISCUITS

PAR-BAKED

SUB ROLLS • BUNS

FULLY-BAKED

PANINI • FLATBREADS • BUNS & ROLLS • GLUTEN-FREE

TURNKEY PROGRAMS

Our turnkey solutions enable you to launch programs that are easy-to-implement, offer high profit margins, and drive in-store foot traffic. Profitable for you, deliciously enjoyable for your consumers. Together, we can make your C-Store turnkey solutions a win-win for all!

BAKERY BASICS

Elevate your bakery program and promote products easily with Bakery Cases and starter packs.

ON-THE-GO GAME PLAN

Fuel your on-the-go program with individually wrapped baked treats and merchandising solutions.

BEVERAGE BLUEPRINT

Build a premium dessert beverage program with innovative products and applications.

To learn more or to order your merchandise visit, richsconvenience.com/turn-key-programs.

WANT TO HEAR MORE FROM US?

Visit **richsconvenience.com** to subscribe and start receiving our C-store newsletter!

RICH'S®

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