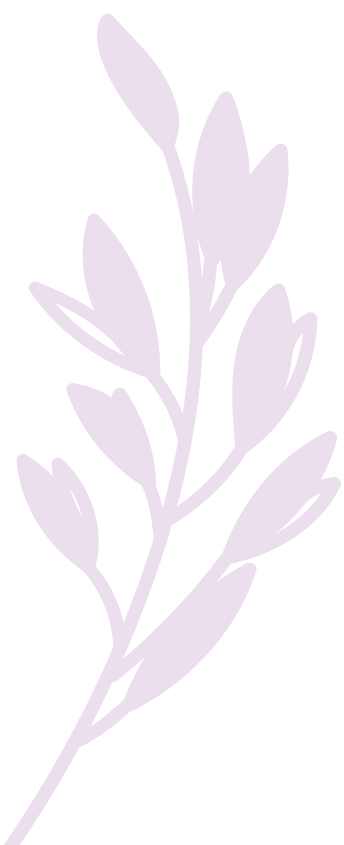




# BRING OAT THE BEST.

## RICH'S OAT MILK FROZEN DESSERT.

Creamy, dreamy, delicious — and non-dairy. Rich's Oat Milk Frozen Dessert is the perfect grab-n-go plant-based frozen dessert for everyone to enjoy. Every spoonful delivers a delightfully creamy bite that's equally as indulgent as traditional ice cream — without dairy, gluten or nuts. Perfectly pint-sized, Oat Milk Frozen Dessert makes for a cool, sweet midday pick-me-up, after dinner dessert or late-night snack.



# MOO-VE OVER DAIRY.

Satisfy modern sweet tooth cravings while meeting the demand for plant-based with Rich's ready to go Oat Milk Frozen Dessert.

## DELICIOUSLY NON-DAIRY.

Made with a whole grain oat milk hero ingredient, Oat Milk Frozen Dessert lets everyone enjoy the indulgent, rich and creamy deliciousness of traditional ice cream – without the dairy.

## CHECK ALL THE BOXES.

Clean label. Made without artificial flavors or colors. Plant-based. Vegan. Made without Big 8 allergens. All your answers for all the questions, in a single product.

## READY TO GO.

Oat Milk Frozen Dessert arrives in pint-sized containers, ready for customers to grab and go! No prep or equipment needed.

## CLASSIC FLAVORS.

Available in consumer favorite flavors, Chocolate and Vanilla, Oat Milk Frozen Desserts offer endless topping creativity.



**\$162**  
billion

Global retail sales of plant-based food alternatives are expected to reach \$162 billion by 2030.<sup>1</sup>

**13.7%**

The non-dairy ice cream market is expected to grow at an annual rate of 13.7 percent.<sup>2</sup>

**#2**

Oat milk is #2 in the top five preferred alternative dairy sources — and climbing.<sup>3</sup>

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (OZ.)	SHELF LIFE (DAYS) FROZEN
20101	<u>Vanilla Oat Milk Frozen Dessert</u>	8/16	365
20103	<u>Chocolate Oat Milk Frozen Dessert</u>	8/16	365



INFINITE POSSIBILITIES.  
ONE FAMILY.

Contact your Rich's rep today or visit [richsusa.com/oat-milk-frozen-desserts/](https://richsusa.com/oat-milk-frozen-desserts/)

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<sup>1</sup> Supermarket News, 2021

<sup>2</sup> Good Food Institute 2021

<sup>3</sup> Food Navigator, 2020