



**OUR CRUST.
YOUR CANVAS.**



FEAST YOUR EYES.

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IN DEMAND AND ON THE MENU.

The results are in and your consumers have spoken:
If they had to stick with one food for the rest of their lives,
Americans would choose pizza.¹

WORLD PIZZA MARKET

\$149 BILLION²

US PIZZA MARKET

\$52.5 BILLION³

NO. OF US PIZZERIAS

76,933²

AMERICANS WHO WILL EAT PIZZA TODAY

13%⁴

AMERICANS WHO WILL EAT PIZZA THIS WEEK

43%²

AMERICANS WHO WILL EAT PIZZA THIS MONTH

83%²

AVERAGE NUMBER OF SLICES OF PIZZA EATEN BY A PERSON EVERY YEAR

46 SLICES⁵

2021 GLOBAL SALES FOR FROZEN PIZZA EXPECTED TO INCREASE BY

1.5 BILLION⁶

FORECASTED ANNUAL GROWTH RATE FOR GLOBAL FROZEN PIZZA INDUSTRY

5.3%⁶



GENERATIONS OF INNOVATION.

Here at Rich's, we know pizza. For over 40 years, we've dedicated ourselves to bringing you innovative solutions that deliciously balance the demands of your consumers with the needs of your operation.

As trends have evolved and expanded, so has our portfolio. Our commitment is reflected in our investments, acquisitions, quality and safety. Today, we're proud to offer the most diverse and flexible frozen pizza dough and crust portfolio in the market.

**WITH RICH'S, YOU DON'T NEED
TO BE A PIZZA EXPERT. THAT'S US.
LET'S DISCOVER YOUR EDGE, TOGETHER.**

A RICH HISTORY.

1978



Rich's installs its first
Pizza Dough Ball line in
Appleton, WI

1992



Rich's is first to market
with frozen Sheeted
Pizza Dough

1997



Rich's begins producing
authentic parbaked Pizza
Crusts and Flatbreads

2007



Rich's introduces the
revolutionary Fresh 'n Ready™
Oven Rising Sheeted
Pizza Dough



2012

2014

2018

2019

2020

goglanian
BAKERIES, INC.

Acquires family-owned Goglanian Bakeries, manufacturer of highest quality Pizza and Flatbread



Our first Fully Topped Pizza line begins production in Crest Hill, IL



Acquires family-owned Venice Bakery, manufacturer of the highest quality gluten free and plant-based Pizza Crusts and Flatbreads

Rizzuto
FOODS™

Acquires family-owned Rizzuto Foods, manufacturer of a variety of gluten free and specialty pizza products



Rich's launches the most expansive portfolio of Plant-Based Pizza Doughs, Crusts and Flatbreads

TRENDS ON THE RISE.

Authentic ingredients. More choices. Easy to execute. An elevated experience! Today's consumers are transforming the pizza market — and Rich's has everything you need to adapt. We translate the trends that will drive revenue for your operation.



AUTHENTICITY

- **49%** of American consumers want more authentic pizza offerings.²
- **44%** choose where they get their pizza by “the best crust.”²
- **80%** wish that pizzerias would offer more premium, innovative options.⁷
- **79%** of Millennials like to experiment with products from different countries.⁹

RICH'S DOUGH BALLS AND READY-TO-STRETCH DOUGHS DELIVER SOLUTIONS FOR FRESH BAKED, RUSTIC, OLD WORLD-STYLE PIES.



HEALTHIER OPTIONS

- **25%** say they would eat pizza even more often — if only there were healthier options.¹⁰
- **44%** choose operators who use fresh, high quality ingredients.²
- **68%** are willing to pay more for foods and beverages that don't contain undesirable ingredients.¹¹
- **72%** of consumers are now more likely to pay attention to nutritional benefits when purchasing food.³

WITH PLANT-BASED, GLUTEN FREE, KETO-FRIENDLY SOLUTIONS AND MORE, RICH'S VERSATILE PORTFOLIO CAN FULFILL ANY DESIRE.



CONVENIENCE

- **\$14** Billion was spent on pizza delivery in the US in 2020.¹²
- **71%** of consumers have ordered pizza delivery within the past three months.¹³
- **1 IN 3** Millennials order delivery at least once per week.¹⁴

RICH'S FRESH 'N READY™, PARBAKED, AND FULLY TOPPED PIZZAS MAKE IT SIMPLE TO MEET THE DIVERSE DEMANDS OF YOUR CUSTOMERS WHEN THE RUSH HITS.

⁷ Datassentials Pizza Keynote, Foodbytes 2018 ⁸ Food Consumption Trends in Leading World Markets ⁹ Global Data 2017

¹⁰ Datassentials Pizza Keynote, Tastemasters 2018 ¹¹ US Food Industry Overview ¹² Domino's 2020 Annual Report ¹³ Mintel Survey 2018 ¹⁴ NPD Group



GARDEN RAINBOW | HEART-SHAPED PARBAKED CRUST

Discover more about our Parbaked Crusts on page 24.

BACK OF HOUSE, TOP OF MIND.

Your consumers have elevated expectations for their pizza. At the same time, a tight labor market is increasing costs while the labor pool continues to shrink — creating challenges in attracting, training and retaining staff. This makes anyone-can-do-it, versatile products even more valuable.

Feeling stretched? At Rich's, we've got your back — and your back-of-house. We're invested in your long-term success, helping you win today — and plan for tomorrow. Our pizza portfolio is designed to help you navigate a complex, creative world with culinary solutions built around your needs, while bringing you the latest trends to stay ahead of your competitors.



TRANSFORMING CHALLENGES INTO OPPORTUNITIES.

At Rich's, we partner with you, to learn your business so together we can determine which crust is right for you — and create something remarkable.



ACCESS TO, COST, AND ABILITY OF LABOR



Our diverse spectrum of solutions means that, regardless of pizza experience, we have products that anyone can turn into fresh baked pies.



CONSISTENCY AND QUALITY OF OFFERINGS



We deliver craveable consistency you can count on. Our portfolio features handling that's quick to learn and a joy to master — reliable in any impinger, convection, deck or wood burning oven.



INNOVATIVE, CUTTING EDGE PRODUCTS



Our best-in-class R&D and consumer-driven innovation provides you with on-trend products that drive demand, reduce complexities and improve your profitability. Utilize our expertise, experience and insights for strategic category growth.



MENU VERSATILITY AND EXCITEMENT



When you choose us, you get more than good food — you get a partner. Our industry-unique team of CIA-trained Culinaricians can work with you to develop new recipes and seasonal LTOs, infuse value into current offerings and improve time management.

PIZZA PORTFOLIO.

At Rich's, we leave no operator behind. That's why we've developed such a diverse line of pizza dough and crust formulations. No matter who you are or how your operation works, Rich's has the perfect pizza dough or crust for your situation.

LET'S FIND YOUR PIE.

For complete Specifications, Nutrition Facts, Tips & Handling, Storage and Allergen information, visit www.richsfoodservice.com/pizza

DOUGH BALLS



**PROOF
AND BAKE**



**READY-TO-
STRETCH (RTO)**



**FRESH 'N
READY™ (FTO)**



PARBAKED



**FULLY
TOPPED**



**PLANT-BASED
PARBAKED**





CAPRESE | OO STYLE FLOUR DOUGH BALL

Discover more about our Dough Balls on page 16.



CHEESE AND PEPPERONI | ARTISAN PEPPERONI

Discover more about our Fully Topped Pizzas on page 26.

THE PERFECT MATCH.

Rich's delivers the most trusted line of high quality, operator-friendly pizza solutions in the market. Find your best format fit.

FORMAT	HANDLING COMPLEXITY	THAWING REQUIRED	PROOFING REQUIRED	PLANT-BASED OPTIONS	GLUTEN FREE OPTIONS	VEGAN OPTIONS
DOUGH BALLS	High	Yes (Overnight)	Yes	No	No	Yes
PROOF AND BAKE	High	Yes (Overnight)	Yes	No	No	Yes
READY-TO-STRETCH	Medium	Some (Cooler-To-Oven)	No	No	No	No
FRESH 'N READY™	Low	No (Freezer-To-Oven)	No	No	No	No
PARBAKED	Very Low	No (FTO)	No	Yes	Yes	Yes
FULLY TOPPED	Very Low	No (FTO)	No	No	No	No
FLATBREAD	Very Low	No (FTO)	No	Yes	Yes	No



RETAIL READY CRUSTS AND FULLY TOPPED PIZZA

THE RIGHT CHOICE FOR YOU:

- If your consumers expect high quality, authentic pizza crust with made-from-scratch flavor.
- If your consumers value the ease and convenience of ready-to-bake pizza crust.
- If you're looking to meet consumer demands and dietary restrictions and preferences with a variety of on-trend options, including plant-based and gluten free crusts.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME:
30 DAYS**

EASY AS PIE.

Convenient and crowd-pleasing, our retail-ready pizza crusts, made from wholesome and authentic ingredients, provide the perfect base for creativity. Simply remove the crust from its packaging, add your favorite toppings, bake and serve – it's that easy! Stay on-trend and satisfy your consumers' desires to eat gluten free, vegan, vegetarian, Keto friendly, or simply add more vegetables into their diet with delicious plant-based options.



RETAIL READY MAP PACKAGED CRUSTS

Twin pack crusts available in 10" Vegan Cauliflower, Zucchini and Keto-Friendly Cauliflower.



RETAIL READY FULLY TOPPED CAULIFLOWER PIZZA

Choose from Cheese, Pepperoni or Margherita options.



RETAIL READY FULLY TOPPED TRADITIONAL PIZZA

Choose from 12" Cheese, Pepperoni, Supreme or Meat Lovers options.



PEPPERONI PIZZA | CAULIFLOWER CRUST



ASPARAGUS PIZZA | KETO FRIENDLY CRUST



DOUGH BALLS

THE RIGHT CHOICE FOR YOU:

- If you have skilled staff familiar with a multi-step pizza making process.
- If your operation has the time and cooler space to accommodate overnight thawing.
- If your consumers value the quality of authentic pizza with made-from-scratch flavor.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**PROOFING
REQUIRED**



**AMBIENT TIME (DOUGH):
UP TO 2 HOURS**



**HIGHLY
DEVELOPED
TEXTURE**

GRAND GOURMET.

High in moisture, our Dough Balls transform into Neapolitan-style pizzas sure to satisfy even the most discerning consumer. Offering our most authentic pizza making experience, Dough Balls arrive pre-portioned and ready to thaw, proof, stretch, top and bake into gourmet pies.



TRADITIONAL DOUGH BALL

Available in a number of versatile sizes.



OO STYLE DOUGH BALL

Made with "OO" flour milled according to exact standards.



ARTISAN STYLE DOUGH BALL (IW)

EZ Peel plastic pouch seals in the natural fermentation, producing an authentic, high-quality Italian-inspired crust.



MARGHERITA | TRADITIONAL



CAPRESE | OO STYLE FLOUR



CHEESE & PEPPERONI | ARTISAN



PROOF AND BAKE SHEETED PIZZA DOUGH

THE RIGHT CHOICE FOR YOU:

- If you want fresh, authentic-tasting pizza and have the time and cooler space to accommodate overnight thawing.
- If your staff is familiar with a simple, multi-step pizza making process.
- If you menu pizzas, but want to offer other fresh baked, dough-related items such as calzones, stromboli, breadsticks and more.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**PROOFING
REQUIRED**



**AMBIENT TIME (DOUGH):
2 HOURS**



**HIGHLY
DEVELOPED
TEXTURE**

AWESOMELY AUTHENTIC.

Our edge-to-edge Proof and Bake Sheeted Pizza Dough is the industry standard for fresh baked pizza without all the scaling, dividing, rounding and stretching required with Dough Balls. To create a scratch-quality pie, just thaw overnight, bring to room temperature and top any way you like.



PROOF AND BAKE SHEETED PIZZA DOUGH

Available in consistent sizes, from individual pizzas up to 16" family size — plus a 12" x 16" rectangular dough for Sicilian-inspired pies.



WHOLE GRAIN PROOF AND BAKE SHEETED PIZZA DOUGH

For a wholesome infusion, try Wheat or Whole Grain versions.



GREEK | ORIGINAL



CHEESE & PEPPERONI | WHOLE GRAIN



READY-TO-STRETCH SHEETED PIZZA DOUGH

THE RIGHT CHOICE FOR YOU:

- If your consumers expect the authentic, customized, premium experience that comes with hand-stretched dough.
- If turnover and training challenges require easy-to-handle and versatile products that deliver much-needed value.
- If you want to offer real dough without the guesswork of proofing.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME (DOUGH):
1 HOUR**



**HIGHLY
DEVELOPED
TEXTURE**

READY? STRETCH. DOUGH!

Hand-crafted dough lets your chefs put a little bit of themselves in their pizza. With Ready-To-Stretch, every rustic pie shows your consumers you've made this authentic, fresh baked pizza just for them. And we've done the proofing for you in our bakery! Take your dough out of the cooler, stretch it to your signature shape, and top and bake.



READY-TO-STRETCH SHEETED PIZZA DOUGH

The perfect pizza bite, yeasty aroma, wide and random cell structure. Consistent in any impinger, convection, deck and wood burning oven. Available in Individual and Large.



FIGGY PROSCIUTTO | INDIVIDUAL



SPICY MEATBALL | LARGE



FRESH 'N READY™ OVEN RISING SHEETED PIZZA DOUGH

THE RIGHT CHOICE FOR YOU:

- If you want fresh, authentic-tasting pizza without a multi-step dough handling process.
- If your consumers have pizza options and won't settle for less than the real thing.
- Whether you are a high volume pizza user or just have timing and demand challenges.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME (DOUGH):
2 HOURS**



**HIGHLY
DEVELOPED
TEXTURE**

READY TO RISE.

A rich, golden crust. Authentic aroma. Classic pizza shop flavor. And the perfect texture — light and crisp on the outside and slightly chewy on the inside. Hungry yet? Fresh 'n Ready™ is consistently delicious from a variety of handling techniques, works for menu options beyond pizza and is ready on demand without the multi-step process or waste of traditional dough.



FRESH 'N READY™ THIN

The industry's original thin freezer-to-oven dough that satisfies the 41% of Americans calling themselves "thin pizza lovers."¹



FRESH 'N READY™ ORIGINAL

Bake up a perfect pizza in a variety of sizes, including 7", 10", 12", 14" and 16".



FRESH 'N READY™ WHOLE GRAIN

Delivers two whole grains per serving and is made in the USA.



THAI CHICKEN | THIN



CLASSIC PEPPERONI | ORIGINAL



HAM & PINEAPPLE | WHOLE GRAIN

For a complete list of products and specifications, see page 31.

¹Technomic 2016 Pizza Consumer Trend Report



TRADITIONAL AND GLUTEN FREE PARBAKED CRUSTS

THE RIGHT CHOICE FOR YOU:

- If your staff is not trained to handle a multi-step pizza making process.
- If your kitchen space is tight.
- If you're looking to satisfy a variety of consumer demands and restrictions with a versatile suite of easy-handling products.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME (CRUST):
COVERED, UP TO 5 DAYS
0 DAYS FOR GLUTEN FREE**

SUPER SIMPLE.

Our Parbaked Pizza Crusts are perfect for busy kitchens that take pride in serving delicious pizza on a flavorful crust – even without the expertise or time to manage dough. To satisfy a variety of consumer trends with the finest ingredients and unique baking technology, simply top, bake and serve.



STRAWBERRY BALSAMIC GOAT CHEESE | TRADITIONAL



TRADITIONAL PARBAKED CRUSTS

Available in the most popular sizes and shapes, including traditional, thin and raised edge solutions.



BBQ CHICKEN | WHOLE GRAIN RICH



WHOLE GRAIN RICH PARBAKED CRUSTS

Made with 51% whole grains and ready to top, bake and serve hungry students.



GOOD MORNING PIZZA | GLUTEN FREE



GLUTEN FREE PARBAKED CRUSTS

Bring certified gluten free pizza to your tables — safely and easily.



HEART-SHAPED PARBAKED CRUST

You'll love this ready-to-go, Instagrammable solution for seasonal LTOs.



OKTOBERFEST | PRETZEL



PRETZEL PARBAKED CRUST

A unique combination of two favorites with a salted crust — perfect for signature creations.

For a complete list of products and specifications, see page 31.

NOTE: DISCOVER MORE ABOUT OUR PLANT-BASED PIZZA PORTFOLIO ON PAGE 28.



FULLY TOPPED PIZZAS

THE RIGHT CHOICE FOR YOU:

- If you have limited space and unskilled labor.
- If you want to create your own signature pizza by adding additional toppings that fit your menu.
- If you're looking for a single step pizza solution.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME:
NONE**

EASY EATS.

Our Fully Topped Pizzas bring convenience and quality to life. The distinctive artisan crust is the perfect base to give your consumers exactly what they want, while providing convenience and ease for your back of house staff.



SIMPLY CHEESE ARTISAN CRUST PIZZA

14" and 16" options topped in sauce and cheese are your canvas for customization.



PEPPERONI ARTISAN CRUST PIZZA

Bake and serve America's favorite, or load it up with additional seasonal toppings.



MUSHROOM & ONION | SIMPLY CHEESE



CHEESE & PEPPERONI | ARTISAN PEPPERONI



PLANT-BASED PRODUCTS

THE RIGHT CHOICE FOR YOU:

- If you want to meet the trend of 51% of consumers trying to eat more plant-based foods.¹
- If you want to differentiate yourself with sought-after vegetables like cauliflower, zucchini and sweet potato.
- If you need more solutions to drive traffic with on-trend, exciting eating experiences — that are easy to execute.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME (CRUST):
COVERED, UP TO 3 DAYS
0 DAYS FOR GLUTEN FREE**

REAL VEGGIES. REAL PIZZA. REAL EASY.

Our industry-unique portfolio of Plant-Based Pizza Crust and Flatbread offers the most delicious and innovative plant-based solutions in the market. Always containing vegetables as one of the top three ingredients, harness the momentum with great-tasting, plant-based solutions with a simple, flexible, freezer-to-oven format.



PLANT-BASED PARBAKED

The ideal solution for consumers seeking more variety and veggies but still prefer the eating experience of a traditional crust.



PLANT-BASED GLUTEN FREE PARBAKED

Fill the void in menus offering free-from options without sacrificing on taste.



PLANT-BASED VEGAN GLUTEN FREE PARBAKED

Cauliflower, agave nectar, milled chia and brown rice — and no animal bi-products.



PLANT-BASED KETO FRIENDLY PARBAKED

Made with whey and casein protein — and only 7 net carbs per serving.



PLANT-BASED FLATBREAD

Sweet Potato Flatbread has delicious, subtle sweet potato flavor, simple ingredients and colorful visual appeal.



SUMMER HARVEST | ZUCCHINI PARBAKED



THANKSGIVING LEFTOVER | SWEET POTATO FLATBREAD



VEGAN BAHN MI | VEGAN GLUTEN FREE CAULIFLOWER



SPICY BACON | KETO-FRIENDLY CAULIFLOWER

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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DOUGH BALLS

TRADITIONAL

34606	5 oz Traditional Pizza Dough Ball	96/5	180
16432	9 oz Traditional Pizza Dough Ball	48/9	180
16440	13 oz Traditional Pizza Dough Ball	36/13	180
16459	16 oz Traditional Pizza Dough Ball	30/16	180
06752	19 oz Traditional Pizza Dough Ball	24/19	180
06138	23 oz Traditional Pizza Dough Ball	24/23	180
06760	26 oz Traditional Pizza Dough Ball	20/26	180
08598	26 oz Traditional Pizza Dough Ball - Club Pack	20/26	180

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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OO STYLE FLOUR

16804	8 oz OO Style Flour Pizza Dough Ball	60/8	180
16821	22 oz OO Style Flour Pizza Dough Ball	24/22	180

ARTISAN (IW)

11268	12 oz Artisan Pizza Dough Ball	36/12	120
11269	18 oz Artisan Pizza Dough Ball	24/18	120

PROOF AND BAKE

TRADITIONAL

16387	7" Proof and Bake Sheeted Pizza Dough	96/5.5	180
35060	10" Proof and Bake Sheeted Pizza Dough	50/10	180
35078	12" Proof and Bake Sheeted Pizza Dough	36/14	180
34630	14" Proof and Bake Sheeted Pizza Dough	28/19	180
16416	14" Thick Proof and Bake Sheeted Pizza Dough	24/26	180
35086	16" Proof and Bake Sheeted Pizza Dough	20/26	180
35300	12" x 16" Proof and Bake Sheeted Pizza Dough	22/24	180

WHOLE GRAIN

00577	5" Whole Grain Proof and Bake Sheeted Pizza Dough	150/2.5	150
09718	16" Whole Grain Proof and Bake Sheeted Pizza Dough	24/20	150
11108	12" x 16" Whole Grain Proof and Bake Sheeted Pizza Dough	20/27	150

READY-TO-STRETCH

TRADITIONAL

17090	Ready-To-Stretch Individual Sheeted Pizza Dough	80/6	120
17095	Ready-To-Stretch Large Sheeted Pizza Dough	20/22	120

FRESH 'N READY™

17040	16" Fresh 'N Ready™ Thin Oven Rising Sheeted Pizza Dough	24/22	120
17673	16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough With Sauce Ring	20/27.5	120
07386	7" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	72/6.6	120
06642	10" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	50/12	120
07366	12" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	24/16.6	120

07367	14" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/25	120
03604	16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.5	120
15783	16" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.5	120
08848	12" x 15" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.2	120
17015	16" Fresh 'N Ready™ Whole Grain Oven Rising Sheeted Pizza Dough	20/21.5	120

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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PARBAKED

TRADITIONAL

84929	7" Traditional Parbaked Pizza Crust	72/3.5	365
84902	12" Traditional Parbaked Pizza Crust	20/10	365
03156	14" Traditional Parbaked Pizza Crust	16/14	365
03507	16" Traditional Parbaked Pizza Crust	14/18	365
84865	12" x 16" Traditional Parbaked Pizza Crust	16/17	365
84988	10" Thin Parbaked Pizza Crust	40/5.5	365
84970	12" Thin Parbaked Pizza Crust	24/8	365
03162	14" Thin Parbaked Pizza Crust	18/11	365
03509	16" Thin Parbaked Pizza Crust	16/14	365
19406	7" Raised Edge Parbaked Pizza Crust	48/4.7	365
19414	10" Raised Edge Parbaked Pizza Crust	20/9	365
19422	12" Raised Edge Parbaked Pizza Crust	20/13.5	365
19449	14" Raised Edge Parbaked Pizza Crust	12/19	365
19465	16" Raised Edge Parbaked Pizza Crust	10/22.5	365
03198	12" x 16" Raised Edge Parbaked Pizza Crust	14/20	365
27467	Hand Tossed 8" Parbaked Pizza Crust	48/6	365
04647	14" White Wheat Parbaked Pizza Crust	12/18	365
04648	16" White Wheat Parbaked Pizza Crust	12/23	365
15701	10" Artisan Parbaked Pizza Crust	20/9.2	365
15125	12" Artisan Parbaked Pizza Crust	20/13.2	365
15702	14" Artisan Parbaked Pizza Crust	14/18	365

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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TRADITIONAL (CONTINUED)

15604	16" Artisan Parbaked Pizza Crust	10/23.4	365
46123	10" Extra Thin Parbaked Pizza Crust	80/3.5	180
46106	12" Extra Thin Parbaked Pizza Crust	40/5	180
00879	16" Extra Thin Parbaked Pizza Crust	40/9	180

WHOLE GRAIN

14006	16" Whole Grain Rich Parbaked Pizza Crust	18/17	270
14007	12" x 16" Whole Grain Rich Parbaked Pizza Crust	16/17	270

GLUTEN FREE

08955	7.25" Gluten Free Parbaked Pizza Crust (Thin Crust)	24/4.9	270
13520	10" Gluten Free Parbaked Pizza Crust (Thin Crust)	24/7.8	270
20027	10" Gluten Free Focaccia Style Pizza Crust (Thick Crust)	24/11.8	240
19910	10" Gluten Free Wrap	72/2.3	240

HEART SHAPED

18151	12" Heart-Shaped Pizza Crust	24/10	365
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PRETZEL

18023	14" Pretzel Parbaked Crust	12/18	180
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PLANT-BASED TRADITIONAL (w/ GLUTEN)

18004	10" Cauliflower Parbaked Crust	32/7.5	270
18097	10" Zucchini Parbaked Crust	32/7.5	270

PLANT-BASED FLATBREAD

18292	6" x 6" Sweet Potato Flatbread	144/2.3	270
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PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	FROZEN SHELF LIFE (DAYS)	REFRIGERATED SHELF LIFE (DAYS)	AMBIENT SHELF LIFE (DAYS)
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RETAIL-READY

18185	Rich's® Home 10" Gluten Free Vegan Cauliflower Crust Retail Pack	12/10.8	240	N/A	30
18302	Rich's® Home 10" Gluten Free Zucchini Crust Retail Pack	12/10.6	240	N/A	30
18304	Rich's® Home 10" Gluten Free Keto Friendly Cauliflower Crust Retail Pack	12/10	240	N/A	30
18345	Rich's® Home 10" MAP Packaged Heart Shaped Gluten Free Crust Retail Pack	12/20	240	30	30
20108	Cauliflower Gluten Free Uncured Pepperoni & Cheese Pizza	N/A	180	5	N/A
20109	Cauliflower Gluten Free Cheese Pizza	N/A	180	5	N/A
20584	Cauliflower Gluten Free Margherita Pizza	N/A	180	5	N/A
20047	Rich's Home 14" Fresh 'N Ready Sheeted Pizza Dough	N/A	120	N/A	N/A
20533	Rich's Home 10" Focaccia Style Gluten Free Pizza Crust	N/A	120	7	N/A
20857	Rich's Home 12" Cheese Pizza	10/21.2	240	5	N/A
20858	Rich's Home 12" Meat Lovers Pizza	10/23.6	240	5	N/A
20859	Rich's Home 12" Pepperoni Pizza	10/21.7	240	5	N/A
20860	Rich's Home 12" Supreme Pizza	10/25.7	240	5	N/A



PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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FULLY TOPPED

06505	14" Simply Cheese Artisan Crust Pizza	10/28.8	240
04656	16" Simply Cheese Artisan Crust Pizza	10/36.5	240
07125	16" Pepperoni Artisan Crust Pizza	10/39.5	180

PLANT-BASED

READY-TO-STRETCH (w/ GLUTEN)

17939	Ready-To Stretch Cauliflower Individual Sheeted Pizza Dough	80/6	120
17940	Ready-To-Stretch Cauliflower Large Sheeted Pizza Dough	20/22	120

TRADITIONAL PARBAKED (w/ GLUTEN)

18004	10" Cauliflower Parbaked Crust	32/7.5	270
18097	10" Zucchini Parbaked Crust	32/7.5	270

GLUTEN FREE PARBAKED

20914	7.5" Gluten Free Seasoned Cauliflower Crust	40/3.5	240
11819	10" Gluten Free Seasoned Cauliflower Crust	24/5.2	240
20371	11.75" Gluten Free Seasoned Cauliflower Crust	24/7.3	240
20943	12" x 5" Gluten Free Seasoned Cauliflower Flatbread	48/5.5	240
18954	14" Gluten Free Seasoned Cauliflower Crust	24/11.8	240
11823	10" Gluten Free Broccoli and Cheddar Crust	24/5.4	240
18152	10" Gluten Free Zucchini Crust	24/5.3	240

VEGAN GLUTEN FREE PARBAKED

17185	10" Gluten Free Vegan Cauliflower Crust	24/5.4	360
17186	14" Gluten Free Vegan Cauliflower Crust	24/11.8	360

KETO FRIENDLY GLUTEN FREE PARBAKED

18544	10" Gluten Free Keto Friendly Cauliflower Crust	24/5.4	240
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FLATBREAD (w/ GLUTEN)

18292	6" x 6" Sweet Potato Flatbread	144/2.3	270
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PLANT-BASED CHEESE

17966	Plant-Based Mozzarella Style Shreds	4/2.5 lb	120 (Refrigerated)
17967	Plant-Based American Style Slices	6/1.5 lb	120 (Refrigerated)

**NOTES AND
REFLECTIONS.**



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GET STARTED.**



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