



FRESHNESS THAT LASTS.

RICH'S FULLY FINISHED DONUT PORTFOLIO.

Keep your bakery display eye-catching and inviting all day long with Rich's Fully Finished Donuts. These donuts stay fresher 2x longer than other bakery options — with our exclusive extended shelf-life recipes that outlast the competition by a full day. After a quick thaw, you'll have donuts with the quality, taste and vibrant visual appeal consumers can't resist — all while reducing waste and saving on time and labor. With our expansive Fully Finished Donut Portfolio, you won't miss an opportunity to satisfy any donut craving — glazed or iced, yeast or cake, plain or sprinkled, specialty or filled.

DELIVER ALL DAY DONUT DELIGHT.



SHOPPERS NOTE FRESHNESS AS THE MOST IMPORTANT QUALITY WHEN BUYING BAKERY ITEMS.¹



MANY DONUT PURCHASES ARE MADE IN THE AFTERNOON.²



LIFT IN SALES WHEN THE BAKERY CASE WAS FULL VS. PARTIALLY FULL.³

DELICIOUSLY FRESH. ANY TIME, ANYWHERE.



**BAKERY
FRESH FOR
2x LONGER!**



TASTE THAT WON'T GO TO WASTE.

A longer ambient shelf life means our donuts will stay fresh for at least 2x longer than other options. Our exclusive donut recipes last a full 48 hours in a bakery case — unlike other donuts that get stale within hours — helping to increase sales with an appealing, fully stocked donut case.

SWEETNESS THAT LASTS.

An afternoon restock often comes with waste concerns. Our Fully Finished Donuts are designed with operators in mind, to stay in tip-top shape in your donut case. By maintaining its airy, soft texture, fresh flavor and visual appeal, your consumers will have the freshest pick, every time.



BAKED AND READY TO GO.

Trays arrive individually labeled to make stocking and restocking a breeze — for a time-saving solution that consistently makes a lasting impression. Our trays are also fully recyclable!

A DONUT FOR EVERY CRAVING.

Capture every donut craving on the spot with Rich's wide-ranging Fully Finished Donut Portfolio – spanning glazed and chocolate and white iced varieties, yeast and cake varieties, and filled, topped and specialty donuts.



LOOKING FOR A RETAIL-READY OPTION?

Convenient clamshell solutions are also available with a 5 day shelf life for yeast donuts (12 count Glazed Rings & all Iced), 3 days for all other Glazed and 10 days for cake donuts (all Glazed & Iced).

TRAY PACKED DONUTS

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK	CASE COUNT	SHELF LIFE AMBIENT/FROZEN (HOURS/DAYS)
20049	<u>Glazed Yeast Ring Donuts</u>	8/6ct	48	48/270
19860	<u>Glazed Cinnamon Roll Donuts</u>	8/4ct	32	48/270
19861	<u>Glazed Apple Fritter Donuts</u>	8/4ct	32	48/270
19862	<u>Plain Cake Ring Donuts</u>	8/6ct	48	72/270
20046	<u>Chocolate Iced Yeast Ring Donuts</u>	8/6ct	48	48/270
20065	<u>Chocolate Iced Bavarian Crème Long John Donuts</u>	8/6ct	48	48/270
20043	<u>Chocolate Iced Sprinkled Cake Ring Donuts</u>	8/6ct	48	72/270
20042	<u>White Iced Raspberry Jelly Donuts</u>	8/6ct	48	48/270



INFINITE POSSIBILITIES.
ONE FAMILY.®

Contact your Rich's rep today, or visit richsusa.com/fully-finished-donuts

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