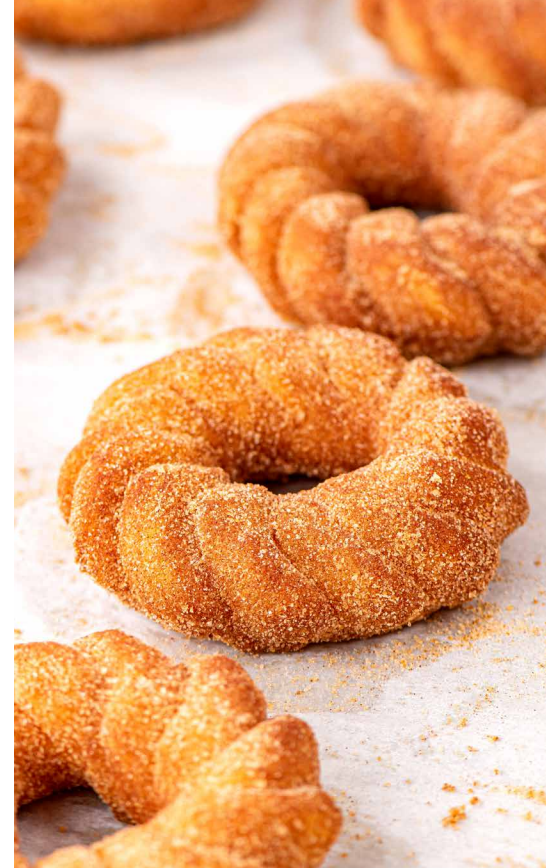




HONORING TRADITION. CELEBRATING DISCOVERY.

RICH'S HISPANIC PORTFOLIO





BECAUSE FOOD CONNECTS US ALL.

Food provides the sensory experiences that carry tradition through generations. And it's an introduction to new cultures whose flavors fuel discovery and inspiration. Rich's portfolio of Hispanic desserts and baked goods translates culture to cuisine. Delicious no matter where your taste buds come from, our solutions are born from Hispanic traditions and infused with satisfaction that unites. That's culture you can taste.

**\$1.9
TRILLION**

Purchasing power of U.S.
Hispanics by 2023

Nielsen 'La Oportunidad Latinx,' 2019

¡POSIBILIDADES INFINITAS!

A complete portfolio, our robust Hispanic dessert offerings span everything from tres leches and portioned desserts, to bakery items and traditional Rosca ring breads.

TRADITIONAL TREATS ON YOUR TIME.

Everything you need to create beautiful from-scratch desserts with high-quality components, offer fully finished, celebratory cakes or simply load your grab-and-go case with retail-ready solutions.

PASSION YOU CAN TASTE.

Many of our Hispanic products are made in Mexico — and each one comes with global expertise and local soul.

LET'S CREATE MEMORABLE TRADITIONS, TOGETHER.

richsusa.com/hispanic

TRES TIMES THE YUM.

Tres leches is one of Mexico's favorite desserts according to Datassential MenuTrends — and are popular across the world. Create from-scratch satisfaction with our components like sponge cakes, tres leches style soaks, presoaked cakes and whipped icings — or let us do the baking for you with fully finished options.



INSPIRED FLAVOR.

Inspired by Hispanic tradition, our tres leches components deliver sumptuous flavor and texture.

POURABLE AND PROLIFIC.

Our tres leches style dessert mixes replace whole, evaporated and condensed milks. No more measuring and mixing — just consistent cost, delicious taste and creamy goodness.

MADE IN MEXICO.

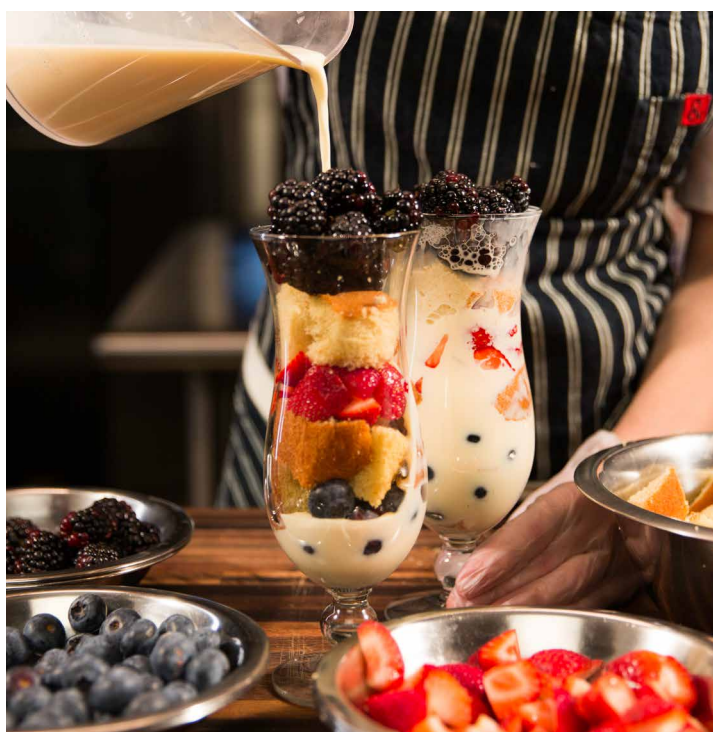
Our made-in-Mexico presoaked cakes remove the variability of dairy products in both our versatile quarter sheet and eight inch round varieties.

BOUNDLESS VERSATILITY.

Our tres leches style soaks, presoaked cakes, sponge cakes and whipped toppings offer craveable crossover potential.

CONVENIENT AND FRESH.

Our Hispanic dessert components can be quickly and easily finished in your kitchen or bakery — saving you time and labor costs.





OUR SPECIALTY TREAT SHOP™ FULLY FINISHED DESSERTS

ONE-STEP PREP.

Baked, topped and ready to go, our fully finished Hispanic desserts are just a quick thaw away from entering your bakery or grab-and-go case.

EXCEPTIONAL TASTE.

Our made-in-Mexico fully finished Hispanic desserts deliver a multisensory experience that delights while preserving cultural tradition.

CONSISTENTLY DELIVERS.

Our premium tres leches style cakes and dessert cups, and chocoflan deliver consistent quality, taste and freshness.

FLAVOR YOUR WORLD.

richsusa.com/our-specialty-hispanic/

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK (LBS)	SHELF LIFE FROZEN /REFRIGERATED/ AMBIENT (DAYS)
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FULLY FINISHED TRES LECHES STYLE CAKES

OUR SPECIALTY TREAT SHOP™ 8" DOUBLE LAYER CAKES*

14214	Our Specialty Treat Shop 8" Double Layer Strawberry Artificially Flavored Tres Leches Style Cake	4/2.69	365/7/0
14219	Our Specialty Treat Shop 8" Double Layer Chocolate Naturally & Artificially Flavored Tres Leches Style Cake	4/2.62	365/7/0

OUR SPECIALTY TREAT SHOP™ PORTIONED DESSERTS

22082	Our Specialty Treat Shop Traditional Tres Leches Style Cake Cup	8/6.63 oz	365/10/0
22081	Our Specialty Treat Shop Chocolate Tres Leches Style Cake Cup	8/6.81 oz	365/10/0
22080	Our Specialty Treat Shop Strawberry Tres Leches Style Cake Cup	8/7.09 oz	365/10/0
23578	Our Specialty Treat Shop Chocoflan	8/5.82 oz	270/15/0

*Comes with labels in the case, not applied directly to the packaging.



EXPLORE THE FULL
OUR SPECIALTY PORTFOLIO.

richsusa.com/ourspecialty

BAKERY ITEMS

BAKERY FRESH COMFORT.

The fresh baked smell of home. Rich's Hispanic bakery items fill the air with the aroma of comfort, nostalgia — and new adventures in flavor. From traditional Hispanic breads and rolls to new takes on churros, we've got you covered all through the day parts.

SAVORY TO SWEET.

Our telera and bolillo rolls work across dayparts for delicious meal or dessert accompaniments.

TRADITION MEETS EASE.

Hard-earned tradition meets speed and ease with our ready-to-finish Churro Donuts, retarder-to-oven Telera Roll Dough and Bolillo Roll Doughs.

BAKE IT YOUR OWN.

Choose from flexible formats that align with your operation and fill, top, infuse and drizzle your way to seasonal and signature creations that launch traditions of their own.



**HISPANIC
FOOD WAS THE
MOST-ORDERED
ETHNIC CUISINE
IN 2020.**

Door Dash, The State of
Flavor In America

SEASONAL DESSERTS

RING IN THE TRADITION.

Three Kings Day (Día de Reyes), a widely recognized holiday in Hispanic culture, is celebrated with music, dancing, parades and feasting. The Rosca de Reyes is a symbolic centerpiece of the celebration. A sweet delicacy not to be forgotten, you can ensure you're part of the festivities every year with our fully finished Rosca de Reyes.



A SLICE OF HERITAGE.

Deliver a celebratory, multisensory experience with our Rosca de Reyes, made in Mexico.

CONVENIENCE AND FRESHNESS.

Celebrate the simplicity of our thaw-and-sell, fully finished Rosca de Reyes, decorated with fruit and colorful cookie paste.

CELEBRATING CULTURE THROUGH CUISINE.

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TRES LECHES COMPONENTS

TRES LECHES STYLE SOAKS

03103	Tres Riches™	4/8.8	540/14/0
43623	Flavor Right™ Festejos™	4/8	540/7/0
07178	Fiesta! Tres Leches®	6/4.6	365/14/0

SPONGE CAKES

03395	1/2 Sheet Sponge Cake	6/3.52	365/15/5
63784	8" Round Sponge Cake	24/0.70	365/15/3

PRESOAKED CAKES

62938	8" Presoaked Sponge Cake	9/1.93	365/5/0
00405	1/4 Sheet Presoaked Sponge Cake	8/3.74	365/5/0
06768	1/4 Sheet Presoaked Pre-Filled Cake	6/3.8	365/5/0

BETTERCREME® PREWHIPPED ICINGS

20393	Chantilly Naturally Flavored Bettercreme	1/9	540/21/5
02261	Caramel Naturally & Artificially Flavored Bettercreme	1/9	540/21/5
14989	Strawberry Naturally Flavored Bettercreme	1/9	540/21/5
11092	Vanilla Artificially Flavored Bettercreme	1/15	540/21/5
03454	Perfect Finish Artificially Flavored Vanilla Bettercreme	1/15	540/21/5
13608	Chocolate Naturally & Artificially Flavored Bettercreme Made with Hershey's	1/9	540/21/5
11840	Chocolate Naturally & Artificially Flavored Bettercreme Made with Hershey's	15/0.75	540/21/5
07174	Freeze Thaw™ Whipping Cream	6/4	365/14/0
00331	Cookies 'N Creme Made With Oreo® Cookies Bettercreme	1/9	540/21/5
18017	Cookies 'N Creme Made With Oreo® Cookies Bettercreme	12/0.75	540/21/5
11660	Mint Chocolate Chip Naturally Flavored Bettercreme	1/9	540/21/5
05721	Cream Cheese Naturally Flavored Bettercreme	1/9	540/21/5
16658	Cream Cheese Naturally Flavored Bettercreme	12/0.75	540/21/5

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BAKERY ITEMS

CHURRO DONUTS

05664	Churro Donut W/ Cinnamon Sugar Packets	96/2.34 oz	270/0/1
04378	Churro Donut (No Sugar Packets)	96/2 oz	270/0/1
19461	Simply Churro Donut	100/2 oz	270/0/1
17843	Churro Bites	400/0.4 oz	270/0/1

BOLILLO & TELERA ROLL DOUGHS

08862	Bolillo Roll Dough	168/3 oz	180/0/1 (Sealed In Poly Bag)
03319	Exact Bake RTO Bolillo Roll Dough	168/3 oz	120/0/1 (Sealed In Poly Bag)
08511	Telera Roll Dough	170/3 oz	120/0/1 (Sealed In Poly Bag)

SEASONAL DESSERTS

FULLY FINISHED ROSCA DE REYES

13690	Rosca Redbox	3/2.2	365/0/7
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INFINITE POSSIBILITIES.
ONE FAMILY.

Contact your Rich's rep today.

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