



# FRESH BAKED BREAKTHROUGH.

## NO PROOF BREAD AND ROLL DOUGH

Over proofing. Under proofing. Proofing too much product, or too little. And the time it all takes! Proofing can be a tricky balancing act, yet it's always been a necessary step to deliver on your consumers' fresh baked expectations — until now. Rich's No Proof Bread and Roll Dough provide breakthrough solutions that thaw under refrigeration, then go directly into your oven with no proofing or floor time.

**THAT'S A FRESH START  
FOR FRESH BAKED.**



# GOODBYE, PROOFING. HELLO, FRESH BAKED.



## FRESH? YES. PROOFING? NO!

Bread and roll dough that thaws under refrigeration, then goes right into the oven with no proofing or floor time for a fresh baked aroma, appearance, texture and taste.

## FRESH BAKED MADE EASY.

Thaw, score, bake. That's it! Oh-so-easy handling with all the creative flexibility to shape, top and season — and bake on demand when the rush hits.

## NO PROOF. NO PROBLEM.

From improper proofing, to the waste or missed opportunity of pulling too much or too little product, to the time it takes and labor challenges — they all vanish with No Proof.

## GO AHEAD, READ THE LABEL.

Our No Proof Bread and Roll Dough meets our Clean Label Guidelines with simple, recognizable ingredients that you and your consumers can feel good about.

Shoppers note freshness as the most important quality when buying bakery items.<sup>3</sup>



Growth of fresh breads and rolls sales in the last year.<sup>1</sup>



of consumers prefer fresh bread over bread with longer shelf lives.<sup>2</sup>



CAPRESE MELT ON NO PROOF WHITE BREAD DOUGH



SOUTHWEST PULLED PORK WAFFLE TACO ON NO PROOF WHITE DINNER ROLL DOUGH

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
21994	No Proof White Dinner Roll Dough	288/1.5	180
21985	No Proof Wheat Dinner Roll Dough	288/1.5	180
21986	No Proof White Sandwich Roll Dough	120/3.0	180
21987	No Proof Wheat Sandwich Roll Dough	120/3.0	180
21988	No Proof White Sub Roll Dough	60/7.0	180
21989	No Proof Wheat Sub Roll Dough	60/7.0	180
21980	No Proof White Hoagie Roll Dough	100/4.0	180
21981	No Proof Wheat Hoagie Roll Dough	100/4.0	180
21982	No Proof White Bread Dough	20/19.5	180
21993	No Proof Wheat Bread Dough	20/20.5	180

<sup>1</sup> Rich Products Corporation, 2021    <sup>2</sup> Innova Market Insights, 2021    <sup>3</sup> Invoke Bakery Study, 2021



INFINITE POSSIBILITIES.  
ONE FAMILY.

Learn more at [richsusa.com/no-proof-breads-rolls](https://richsusa.com/no-proof-breads-rolls)

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