



# FRESH BAKED BREAKTHROUGH.

## NO PROOF BREAD AND ROLL DOUGH RECIPE INSPIRATION

Nothing compliments an appetizer, caps a sandwich or completes a meal like fresh baked bread. Rich's No Proof Bread and Roll Dough makes it simple to deliver the fresh baked aroma, appearance, taste and texture your consumers are looking for all throughout the day – without the hassle and inconvenience of proofing. From gourmet sandwiches and fancy dinner rolls, to doughy desserts and customizable creations – the potential for our No Proof Bread and Roll Dough is limitless.



Shoppers note  
freshness as the  
most important  
quality when buying  
bakery items.

Invoke Bakery Study, 2021



# GOODBYE, PROOFING. HELLO, FRESH BAKED.

Rich's No Proof Bread and Roll Dough offers oh-so-easy handling with the creative flexibility to shape, top and season – and bake on demand when the rush hits.

## SPECIALTY SANDWICHES

Shrimp Po' Boy Sandwich on  
No Proof Wheat Hoagie Roll Dough



Philly Cheesesteak on No Proof  
White Hoagie Roll Dough



Caprese Melt on No Proof  
White Bread Dough

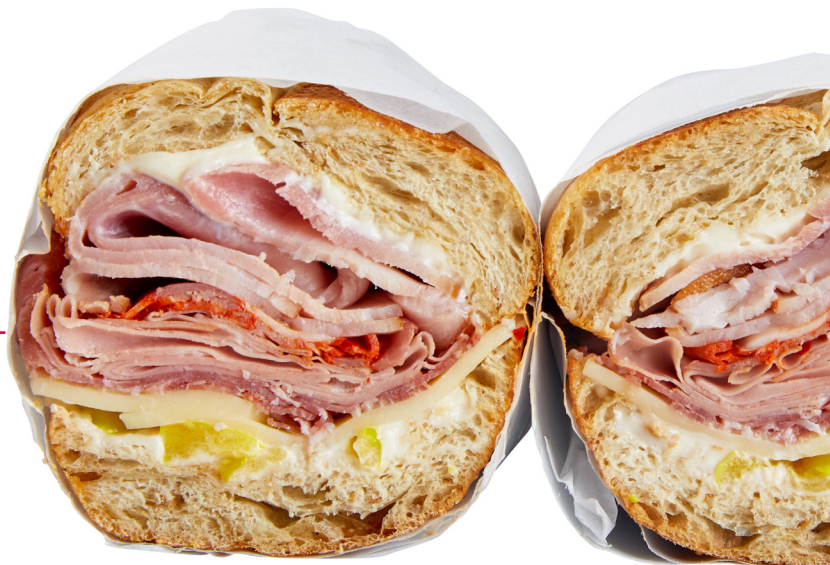




# FRESH BAKED MADE EASY.

## DELI-STYLE SANDWICHES

Italian Sub on No Proof  
Wheat Sub Roll Dough



Turkey BLT Club Sandwich on  
No Proof Wheat Sandwich Roll Dough

Ultimate Veggie Sandwich on  
No Proof Wheat Bread Dough



15%

Growth of fresh breads and  
rolls sales in the last year.\*

## UNIQUE MENU CREATIONS

Southwest Pulled Pork Waffle Taco  
on No Proof White Dinner Roll Dough





# NO PROOF. NO PROBLEM.

## GOURMET DINNER ACCOMPANIMENTS

Italian Sub on No Proof  
Wheat Sub Roll Dough



Assorted Dinner Rolls with  
No Proof White Sandwich Roll Dough



## DOUGHY DESSERT

New Orleans-Style Beignets with  
No Proof White Dinner Roll Dough

59%

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



<sup>1</sup> Rich Products Corporation, 2021

<sup>2</sup> Innova Market Insights 2021



INFINITE POSSIBILITIES.  
ONE FAMILY.

For more inspiration and recipes, visit [richsusa.com](https://richsusa.com)

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