



# **SWEETEN YOUR SALES.**

**TURNKEY BAKERY SOLUTIONS FOR C-STORES.**





# YOUR ONE-STOP BAKERY BUILDER.

A bakery case full of fresh donuts, cookies, sweet goods and more captures attention and inspires impulse buys. Rich's not only offers an unmatched portfolio of beloved, versatile baked goods, we have the merchandising, equipment and smallware solutions that allow you to elevate your bakery program with ease — and sweeten your sales.



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

INVOKE BAKERY STUDY 2021

**41%**

**CONSUMERS WHO  
DIDN'T DECIDE TO  
PURCHASE FOOD UNTIL  
AFTER THEY WERE INSIDE  
THE C-STORE.**

FOODSERVICE IP  
'CONVENIENCE STORE  
FOODSERVICE STUDY,' 2022

**35%**

**C-STORE OPERATORS  
SAYING FRESHLY BAKED  
GOOD SALES INCREASED  
IN 2021.**

DATASSENTIAL C-STORE  
FOODSERVICE KEYNOTE, 2021

**#1**

**BAKERY ITEMS TRAVEL  
THE BEST COMPARED TO  
ALL OTHER C-STORE  
FRESH FOODS, ACCORDING  
TO CONSUMERS.**

FOODSERVICE IP 'CONVENIENCE STORE  
FOODSERVICE STUDY,' 2022

## FOR YOUR CONVENIENCE.

Whether you're starting a bakery program from scratch or simply looking to elevate, Rich's Marketplace has all the merchandising, equipment and smallware gear you need in one convenient location.

To learn more, visit [www.richsmarketplace.com](http://www.richsmarketplace.com).







# IT'S ALWAYS A GOOD TIME FOR DONUTS.

From sweet breakfast beginnings to afternoon cravings, keep your bakery display eye-catching and inviting all day long with easy-to-stock donuts from Rich's. With our expansive portfolio, you won't miss an opportunity to offer the right donut – glazed or iced, yeast or cake, specialty or filled. From fully finished favorites to customizable creations, there's plenty of happiness to go around.

THE GLOBAL  
DONUT MARKET IS  
EXPECTED TO GROW AT  
AN ANNUAL RATE OF  
**3.45% FROM  
2021 TO 2027.**

GLOBAL DOUGHNUTS  
INDUSTRY 2022 MARKET  
RESEARCH REPORT



# FULLY FINISHED DONUTS

## FRESHNESS THAT LASTS.

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.

## EVERYTHING UNDER CONTROL.

With delicious solutions ready on demand after a quick thaw, you control inventory and waste to increase sales with an appealing, fully stocked donut case all day long.

## COULDN'T BE EASIER.

Thaw, remove from packaging, and display. Trays arrive individually labeled to make stocking and re-stocking a breeze. It's never been easier to keep your bakery case full all through the day while saving you on labor and time.



## GOODIES TO GO.

Convenient clamshells offer a retail-ready sales opportunity that stays fresh long after the customer leaves the store, with a 3 day shelf life for yeast donuts (5 days for the 12 count) and a 10 day shelf life for cake donuts.

# READY-TO-FINISH DONUTS

Create signature creations, seasonal specials, and attention-grabbing mashups — all from the base of a single SKU. From classic yeast and cake to delightfully unexpected shapes and mashups, we provide the canvas, and you bring it to life with our donut-decorating must-haves.



## ALLEN SUPERIOR SET ICINGS

All-purpose icings that can be used right from the case or heated — perfect for dipping or drizzling.



## ALLEN DONUT GLAZES

Classic, easy-to-use glazes that provide a glossy shine and good clarity. Varieties include Kwik-Dry and Honey Dip.



## BETTERCREME® PERFECTLY SWEET WHIPPED ICING

Fluffy, fun and full of possibilities, Bettercreme is available in a full spectrum of flavors and colors.





# COOKIES MAKE THE WORLD GO 'ROUND.

Authentic ingredients. More choices. Easy to execute. An everyday indulgence! No matter your size or setup, Rich's has the perfect pre-made dough or ready-to-serve cookies for your case. Satisfy every sweet tooth with a wide selection of cookies from beloved classics to unique and premium offerings in the shapes, sizes and varieties your customers crave.

245 MILLION  
AMERICANS CONSUMED  
READY-TO-EAT COOKIES IN  
2020, WITH A FORECASTED  
INCREASE TO  
**251.38 MILLION**  
BY 2024.

STATISTA RESEARCH DEPARTMENT,  
JULY 2021



# COOKIE DOUGH

Freshly baked cookies in everyone's favorite flavors couldn't be easier with Rich's pre-portioned, frozen cookie doughs. Find the perfect balance between price point and premium ingredients in a wide range of dough options.

- Everyday
- Gourmet
- Select
- Premium



**GOURMET CHOCOLATE CHUNK  
COOKIE DOUGH**

# SPECIALTY COOKIE DOUGH

Crisp. Goopy. Authentic. Celebratory. Rich's extensive specialty cookie dough portfolio includes creative solutions that satisfy your customers' cookie cravings from snacks to special occasions.

- Scones
- Non-GMO Cookies
- Filled Cookies
- Macaroons
- Crispy Cookies
- Bars & Rounds
- Vegan Cookies
- Seasonal Cookies



**S'MORES MADE WITH HERSHEY'S®  
FILLED COOKIE DOUGH**

# BAKED COOKIES

Fresh cookies without an oven? With Rich's fully baked portfolio, the answer is always "yes." Our retail-ready, packaged and bulk tray-packed cookies go from freezer to flying off the shelves in no time.

## PACKAGING OPTIONS

### RETAIL READY

Pre-packaged cookies come in individually wrapped, boxed or clamshell options. A quick thaw and they're ready to sell!

- Sweet Middles
- Cookie Cakes
- Mini Cookies
- Ultimate Breakfast Rounds (UBR)
- Thumbprints
- Individually Wrapped Cookies
- Gluten Free

### BAKED BULK COOKIES

Tray packs in five favorite flavors allow you to thaw, package and serve cookies any way you please. Our turnkey merchandising program includes bags and stickers.

- White Chocolate Macadamia Nut
- Rocky Road
- Snickerdoodle
- Chocolate Chunk,
- Oatmeal Raisin



**OUR SPECIALTY TREAT SHOP™  
CHOCOLATE CHIP COOKIES**



**CHRISTIE COOKIE CO.  
ROCKY ROAD BAKED COOKIES**



PRODUCT CODE	PRODUCT DESCRIPTION	PACK/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
<b>COOKIE DOUGH</b>			
45140	<u>Rustic Blueberry Scone Dough 4 oz.</u>	60/4	210
46040	<u>Rustic Cinnamon Chip Scone Dough 4 oz.</u>	60/4	210
45540	<u>Rustic Orange Cranberry Scone Dough 4 oz.</u>	60/4	210
05419	<u>Cranberry Orange Scone Dough 10 oz.</u>	40/10	210
05420	<u>Chocolate Chunk Scone Dough 10 oz.</u>	40/10	210
16005	<u>Gourmet Chocolate Chunk Cookie Dough 1.5 oz.</u>	210/1.5	365
15936	<u>Everyday Macadamia Nut Cookie Dough 1.5 oz.</u>	210/1.5	365
15917	<u>Everyday Chocolate Chip Cookie Dough 3 oz.</u>	120/3	365
15926	<u>Everyday Peanut Butter Cookie Dough 1.5 oz.</u>	210/1.5	365
15919	<u>Everyday Oatmeal Raisin Cookie Dough 1.5 oz.</u>	210/1.5	365
16020	<u>Gourmet Oatmeal Raisin Cookie Dough 1.5 oz.</u>	210/1.5	365
16032	<u>Gourmet White Chocolate Macadamia Nut Cookie Dough 1.5 oz.</u>	210/1.5	365
15994	<u>Gourmet Butter Sugar Cookie Dough 3 oz.</u>	120/3	365
15931	<u>Everyday Sugar Cookie Dough 1.5 oz.</u>	210/1.5	365
15989	<u>Gourmet Butter Sugar Cookie Dough 1.5 oz.</u>	210/1.5	365
15914	<u>Everyday Chocolate Chip Cookie Dough 1.5 oz.</u>	210/1.5	365
05416	<u>Blueberry Scone Dough 10 oz. Artificially Flavored</u>	40/10	210
39032	<u>Select Candy Chip Cookie Dough 1.5 oz.</u>	240/1.5	365
39004	<u>Select Chocolate Chunk Cookie Dough 1.5 oz.</u>	240/1.5	365
39010	<u>Select Fudge Brownie Cookie Dough 1.5 oz.</u>	240/1.5	365
39042	<u>Select Oatmeal Raisin Cookie Dough 1.5 oz.</u>	240/1.5	365
39016	<u>Select Peanut Butter Cookie Dough Naturally Flavored 1.5 oz.</u>	240/1.5	365
39037	<u>Select White Chunk Macadamia Nut Cookie Dough 1.5 oz.</u>	240/1.5	365
39046	<u>Select Sugar Cookie Dough 1.5 oz.</u>	240/1.5	365
39114	<u>Christie Cookie White Chocolate Macadamia Cookie Dough 2.5 oz.</u>	150/2.5	365
39168	<u>Christie Cookie Sugar Snickerdoodle Cookie Dough 2.5 oz.</u>	150/2.6	365
39165	<u>Christie Cookie Southern Style Butter Pecan Cookie Dough 2.5 oz.</u>	150/2.5	365

PRODUCT CODE	PRODUCT DESCRIPTION	PACK/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
<b>COOKIE DOUGH (CONTINUED)</b>			
39124	<u>Christie Cookie Co Rocky Road Cookie Dough 2.5 oz.</u>	150/2.5	365
39153	<u>Christie Cookie Peanut Butter Flavored Chip Cookie Dough 2.5 oz.</u>	150/2.5	365
39120	<u>Christie Cookie Co Oatmeal Raisin Cookie Dough 2.5 oz.</u>	150/2.5	365
39116	<u>Christie Cookie Co Chocolate Chunk Cookie Dough 2.5 oz.</u>	150/2.5	365
39136	<u>Christie Cookie Chocolate Chip Cookie Dough 2.5 oz.</u>	150/2.5	365
38961	<u>S'mores Filled Cookie Dough Made With Hershey's Chocolate Chips 3 oz.</u>	84/3	365

## FULLY BAKED COOKIES

08733	<u>UBR® Cinnamon Ultimate Breakfast Round 1w Baked Nut-Free 2.2 oz.</u>	126/2.2	365
13862	<u>UBR® Oatmeal Chocolate Chip Ultimate Breakfast Round 1W Baked Nut-Free 2.2 oz.</u>	126/2.2	365
75525	<u>Christie Cookie Co Chocolate Chunk Cookie Baked Bulk 1.45 oz.</u>	162/1.383	365
75509	<u>Christie Cookie Co Snickerdoodle Cookie Baked Bulk 1.45 oz.</u>	162/1.45	365
75506	<u>Christie Cookie Co White Chocolate Macadamia Nut Cookie Baked Bulk 1.45 oz.</u>	162/1.45	365
75514	<u>Christie Cookie Co Rocky Road Cookie Baked Bulk 1.45 oz.</u>	162/1.45	365
75625	<u>Christie Cookie Co Chocolate Chunk Cookie Baked Bulk w/Bags 2.5 oz.</u>	72/2.5	365
75209	<u>Christie Cookie Co Snickerdoodle Cookie Baked Bulk 2.5 oz.</u>	2/104.96	365



PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK (ct)	SHELF LIFE FROZEN/AMBIENT (DAYS)
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## TRAY PACK FULLY FINISHED DONUTS

20046	<u>Chocolate Iced Yeast Ring Donuts</u>	8/6	270/2
20065	Chocolate Bavarian Creme Long John Donuts	8/6	270/2
20043	<u>Chocolate Iced Sprinkled Cake Ring Donuts</u>	8/6	270/3
20042	<u>White Iced Raspberry Jelly Donuts</u>	8/6	270/2
20049	<u>Glazed Yeast Ring Donuts</u>	8/6	270/2
19860	<u>Glazed Cinnamon Roll Donuts</u>	8/4	270/2
19861	<u>Glazed Apple Fritter Donuts</u>	8/4	270/2
19862	<u>Plain Cake Ring Donuts</u>	8/6	270/3

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK (ct)	SHELF LIFE FROZEN/ BAKERY CASE/ CLAMSHELL (DAYS)
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## RETAIL-READY FULLY FINISHED DONUTS

20071	<u>Our Specialty Treat Shop™ Chocolate Iced Yeast Ring Donuts</u>	12/6	270/2/5
20069	<u>Our Specialty Treat Shop™ Chocolate Iced Sprinkled Cake Donuts</u>	8/6	270/3/10
20068	<u>Our Specialty Treat Shop™ White Iced Sprinkled Cake Donuts</u>	8/6	270/3/10
20045	<u>Our Specialty Treat Shop™ White Iced Raspberry Jelly Donuts</u>	12/6	270/2/5
20051	<u>Our Specialty Treat Shop™ Glazed Yeast Ring Donuts</u>	8/12	270/2/5
20050	<u>Our Specialty Treat Shop™ Glazed Yeast Ring Donuts</u>	12/6	270/2/3
20070	<u>Our Specialty Treat Shop™ Glazed Twist Donuts</u>	12/4	270/2/3
19833	<u>Our Specialty Treat Shop™ Plain Cake Donuts</u>	8/6	270/3/10
19834	<u>Our Specialty Treat Shop™ Glazed Old Fashioned Donuts</u>	10/6	270/3/10
19847	<u>Our Specialty Treat Shop™ Cinnamon Roll Donuts</u>	12/4	270/2/3
19848	<u>Our Specialty Treat Shop™ Apple Fritters</u>	10/4	270/2/3
20116	<u>Our Specialty Treat Shop™ Glazed Old Fashioned Donut Holes</u>	24/23	270/3/10

PRODUCT CODE	PRODUCT DESCRIPTION	PACK/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
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## READY TO FINISH DONUTS

05664	<u>2 oz. Churro Donut With Cinnamon Sugar Packets</u>	96/2.34	270
52061	<u>Ready To Finish Yeast Raised Donut Pershing Round</u>	48/3.25	270
52040	<u>Ready To Finish Yeast Raised Donut Hole</u>	384/.35	270
03853	<u>Ready To Finish Yeast Raised Donut Jumbo Ring</u>	72/2.5	270
03213	<u>Ready-To-Finish Yeast Raised Donut Twist</u>	48/2.75	270
03212	<u>Ready To Finish Yeast Raised Donut Pershing Round</u>	36/4.25	270
13517	<u>Ready To Finish Yeast Raised Donut Jumbo Ring</u>	48/2.5	270
12810	<u>Ready To Finish Cake Donut Chocolate Jumbo Ring Nat &amp; Art Flv</u>	100/3	330
01317	<u>Ready To Finish Yeast Raised Donut Apple Fritter Chopped</u>	48/4	270
12643	<u>Ready To Finish Cake Donut Plain Jumbo Ring</u>	48/3	330
12655	<u>Ready To Finish Cake Donut Chocolate Jumbo Ring Nat &amp; Art Flv</u>	48/3	330
02831	<u>Ready To Finish Cake Donut Hole Plain</u>	440/.4	330
49756	<u>Ready-To-Finish White Creme Filled Long John Donut</u>	60/3	270
49804	<u>Ready-To-Finish Bavarian Filled Long John Donut</u>	60/3	270
08061	<u>Ready To Finish Cake Bite French Toast Whole Grain</u>	384/.51	330
08066	<u>Ready To Finish Cake Bite Pancake Whole Grain</u>	384/.51	330
52153	<u>Ready To Finish Yeast Raised Donut Apple Fritter</u>	48/3.85	270
52060	<u>Ring Donut (Yeast Raised) 2 oz. (ZTF)</u>	96/2	270
12802	<u>Ready To Finish Cake Donut Plain Jumbo Ring</u>	100/3	330
17783	<u>Apple Pie Filled Triangle Donut, Includes Streusel Topping</u>	60/4.283	270
17784	<u>Ready-To-Finish Fudge Brownie Filled Cake Donut, Includes White String Icing</u>	60/3.477	270
19622	<u>Ready To Finish Jumbo Birthday Cake Filled Donut Bite</u>	220/1.3	270
19621	<u>Ready To Finish Jumbo French Toast Filled Donut Bite</u>	220/1.31	270
06330	<u>Premium Old Fashioned Cake Donut</u>	84/2	330
03711	<u>Ready To Finish Cake Donut Blueberry Ring Naturally &amp; Artificially Flavored</u>	84/2	330
50352	<u>Ready To Finish Cake Donut Devil's Food Ring</u>	60/3	330
50365	<u>Ready To Finish Cake Donut Devil's Food Ring</u>	108/2	330



PRODUCT CODE	PRODUCT DESCRIPTION	PACK/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
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## READY TO FINISH DONUTS (CONTINUED)

10219	<u>Ready To Finish Cake Donut Hole Chocolate Jumbo Nat &amp; Art Flv</u>	220/1.08	330
50151	<u>Ready To Finish Cake Donut Old Fashioned Plain Ring</u>	60/3.1	330
19462	<u>Simply Blueberry Naturally Flavored Cake Ring Donut</u>	100/3	270
12362	<u>Ready To Finish Cake Donut Old Fashioned Sour Cream Jumbo Ring</u>	100/2.75	330
14121	<u>Ready To Finish Cake Donut Plain Ring</u>	84/2	330
50065	<u>Ready To Finish Cake Donut Plain Ring</u>	108/2	330
08310	<u>Ready To Finish Cake Donut Premium Chocolate Ring Nat &amp; Art Flv</u>	84/2	330
03218	<u>Ring Plain Cake Donut</u>	60/3	330
19371	<u>Simply Chocolate Cake Ring Donut</u>	100/3	270
19532	<u>Simply Plain Cake Ring Donut</u>	100/3	270
18510	<u>Whole Grain Rich Cornbread Poppers</u>	384/51	270

PRODUCT CODE	PRODUCT DESCRIPTION	PACK/ SIZE	SHELF LIFE FROZEN (DAYS)
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## SWEET GOODS

11550	<u>4 oz. Effortless Baking™ Cinnamon Roll Dough Nat &amp; Art Flv</u>	90/4 oz.	210
05417	<u>Cinnamon Scone Dough 10 oz.</u>	40/10 oz.	210
01646	<u>Cinn-Sational® Proof &amp; Bake Gourmet Cinnamon Roll Dough Oval Nat &amp; Art Flv</u>	108/5 oz.	210
05956	<u>Fresh 'N Ready Freezer To Oven Cinnamon Roll Dough With Icing Bag Oval</u>	96/5.5 oz.	150
40080	<u>Freezer To Oven Turnover Apple Sugared</u>	96/3.5 oz.	365
40082	<u>Freezer To Oven Turnover Cherry Sugared</u>	96/3.5 oz.	365

## ICINGS, GLAZES & TOPPINGS

09977	<u>Heat'n Ice™ Icing Chocolate Nat &amp; Art Flv</u>	1/12 lb.	270
09978	<u>Heat'n Ice™ Icing Maple Artificially Flavored</u>	1/12 lb.	270
11601	<u>Donut Glaze Honey Dip</u>	1/12 lb.	270
29392	<u>Allen® Superior Set Donut &amp; Roll Icing White</u>	12/1 lb.	270
03837	<u>Allen® Superior Set Icing Cream Cheese</u>	12/2 lb.	210
21506	<u>Donut Glaze Honey Dip</u>	1/24 lb.	270
04252	<u>Allen® Dipping Icing Koko™</u>	1/23 lb.	210
04262	<u>Allen Dipping Icing White</u>	1/23 lb.	210
12288	<u>Koko Dipping Icing</u>	1/11 lb.	210
09976	<u>Heat'n Ice™ Icing Vanilla Artificially Flavored</u>	1/12 lb.	270
16659	<u>Bettercreme Perfectly Sweet Whipped Icing Strawberry Naturally Flavored</u>	12/12 oz.	540
16656	<u>Caramel Naturally Flavored Bettercreme®</u>	12/12 oz.	540
16658	<u>Bettercreme® Perfectly Sweet Whipped Icing Cream Cheese Naturally Flavored</u>	12/12 oz.	540









# LET'S FIND YOUR SWEET SPOT.



INFINITE POSSIBILITIES.  
ONE FAMILY.

Ready for a treat? Visit [RichsConvenience.com/Bakery](https://RichsConvenience.com/Bakery)

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