



WARM MEALS ON THE RUN.

HOT CASE SOLUTIONS FOR C-STORES.



C-STORES ARE THE NEW OFF-PREMISE HOT SPOT.

More and more consumers are turning to c-stores for full meals all throughout the dayparts, taking traffic away from restaurants.¹ Pair Rich's versatile portfolio of hot case products with our insight and expertise to ensure you have the solutions that satisfy cravings and inspire return trips.

TIPS FOR YOUR HOT CASE.

MAKE IT SPECIAL, DAILY.

Daily specials, such as with pizza toppings or sandwich varieties, keep your consumers coming back for something new.

ATTRACT EYEBALLS.

Promote your high-ticket hot foods in high-traffic areas, like pump screens, restrooms and door decals.

BUNDLE UP.

Bundle offers, like a slice and a milkshake or a coffee and a cookie, increase check averages.

CURATE CUSTOMIZATION.

Most consumers want c-stores to offer build-your-own pizzas, subs and desserts normally seen in the QSR space.¹



CAPTURE THE CRAVINGS.

TABLE OF CONTENTS

Pizza	4
Snacks	12
Proteins	13
Breads and Rolls	14
PRODUCT CHART	15



A PASSION FOR PIZZA.

THE PERFECT PIZZA PARTNER.

With Rich's, you don't have to be the pizza expert. That's us. We've been making pizza doughs and crusts for over 40 years, and today, we're proud to offer the most diverse and flexible frozen portfolio in the market.

ELEVATE THE EXPERIENCE.

Authentic ingredients. Customizability. Made-for-me freshness. Today's consumers expect more — and we have the easy-to-execute innovations that help you deliver.

JUST RIGHT. JUST FOR YOU.

From oven-rising sheeted dough to endless parbaked sizes and varieties to extensive on-trend plant-based options, no matter your needs, we have a crust for you.



2 OUT OF 3

**AMERICANS EAT PIZZA
EVERY WEEK.**

foodservicenews.net
Shaking Up The Pizza Category

THE PIZZA POSSIBILITIES.

Rich's offers the most diverse and flexible frozen dough, crust and fully topped pizza portfolio in the market, with solutions that deliciously balance the demands of your consumers with the needs of your operation.

51%

CONSUMERS INTERESTED
IN C-STORES OFFERING
CUSTOMIZABLE,
BUILD-YOUR-OWN PIZZA
— YET ONLY 16% OF
STORES DO SO.

DATASSENTIAL
C-STORE FOODSERVICE
KEYNOTE, 2021

MORE VERSATILITY



READY-TO-USE

EXTREMELY VERSATILE

READY-TO-STRETCH

Go from cooler to fresh baked with Ready-To-Stretch Sheeted Pizza Dough. Just take out of the cooler, stretch, top and bake.

VERSATILE

FRESH 'N READY™ OVEN RISING SHEETED PIZZA DOUGH

Fresh 'N Ready® delivers the eating qualities of fresh dough without the traditional handling. Designed to rise and develop its texture and flavor in the oven. Use product right from the freezer, add toppings and bake.

EASY TO USE

PARBAKED PIZZA CRUSTS

With plant-based and gluten-free options, Parbaked Pizza Crusts are perfect for kitchens who take pride in serving delicious pizza crusts without the experience or time to manage dough. Just top, bake and serve.

EASIER TO USE

FLATBREADS

Flatbreads offer unlimited possibilities across menu and day parts. Simply thaw and prepare any way you like: sandwiches, pizza, appetizers and even dessert.

EASIEST TO USE

FULLY TOPPED

These pizzas come fully topped and ready to bake as-is, or add your signature toppings.





READY-TO-STRETCH PIZZA DOUGH

With hand-crafted dough, every rustic pie shows your consumers you've made this authentic, fresh baked pizza just for them. And we've done the proofing for you in our bakery! Take your dough out of the cooler, stretch it to your signature shape, and top and bake.

EASY BY ANY STRETCH.

Hand-stretched quality without any of the mixing, scaling, dividing, rounding or proofing.

MAXIMUM EASE. MINIMAL WASTE.

Easy to handle right from the cooler.
No proofing guesswork = reduced waste.

WHAT CUSTOMERS CRAVE.

Authentic texture, taste and fresh-baked aroma are identical to pizza made from scratch.



**READY-TO-STRETCH
INDIVIDUAL PIZZA DOUGH**



**READY-TO-STRETCH
LARGE PIZZA DOUGH**



FRESH 'N READY™ PIZZA CRUST

A rich, golden crust. Authentic aroma. Classic pizza shop flavor. And the perfect texture — light and crisp on the outside and slightly chewy on the inside. Hungry yet? Fresh 'n Ready is consistently delicious from a variety of handling techniques, works for menu options beyond pizza and is ready on demand without the multi-step process or waste of traditional dough.

EASY AS PIE.

With minimal handling required, this dough goes from freezer to oven and rises while it bakes.

FAST FLAVOR.

Ideal for stores that need a hot-and-ready solution for high volume periods or labor challenges.

ENDLESS POSSIBILITIES.

Available in a wide range of sizes and thicknesses, Fresh 'n Ready dough adds variety that goes past pizza and into calzones, stromboli, and more.



**FRESH 'N READY 7" OVEN RISING
SHEETED PIZZA DOUGH**



**FRESH 'N READY 14" OVEN RISING
SHEETED PIZZA DOUGH**



FLATBREADS

Flatbreads are more than just a hot trend among consumers – their upscale appeal, variety of flavors and sizes, and parbaked ease make it simple to add value while saving on time and labor.

AUTHENTICITY BAKED IN.

Specialized ingredients and a gentle baking process yields raised toasted bubbles on top and medium brown grill marks on the bottom.

GRAB & GO.

Perfect portions are ideal for individual consumption.

OPTIONS ALL DAY.

Simply thaw and prepare any way you like: sandwiches, pizza, appetizers, even dessert.



**FULLY BAKED
OVEN FIRED FLATBREAD**



WAFFLE FLATBREAD



PARBAKED CRUSTS

Our parbaked pizza crusts are perfect for busy kitchens that take pride in serving delicious pizza on a flavorful crust – even without the expertise or time to manage dough.

SUPER SIMPLE.

No thawing, and no proofing. From freezer-to-oven, our parbaked crusts are ready in minutes – and topped your way.

CONSISTENT & CONVENIENT.

Versatile, convenient and crowd-pleasing, these easy-to-implement crusts consistently deliver the size, texture, quality and taste you need.

PIZZA FOR EVERYONE.

Available in an array of sizes and flavors to meet the demands of your operation and your consumers – including Traditional, Specialty, Plant-Based, Gluten Free and Keto Friendly crusts.



**10" RAISED EDGE
PARBAKED PIZZA CRUST**



PRETZEL PARBAKED CRUST



PLANT-BASED PIZZA CRUST

Plant-Based Pizza Crusts offers the most delicious and innovative plant-based solutions more and more customers are craving. With cauliflower as the first ingredient, this wholesome crust harnesses growing market momentum with great-tasting, plant-based solutions.

OPTIONS WITH EASE.

Add gluten-free, vegan, keto and low-carb pizzas that fit seamlessly into your existing operation.

TOP THAT.

Simple, flexible, freezer-to-oven format makes plant-based pizzas easy – just top and bake.

PLANT POWER.

Tasty, crunchy crust bakes up to a satisfying golden brown base for guilt-free pizza with all the flavor.



**11.75" GLUTEN FREE SEASONED
CAULIFLOWER PARBAKED CRUST**



**12" X 5" GLUTEN FREE SEASONED
CAULIFLOWER FLATBREAD**



FULLY TOPPED PIZZAS

Our Fully Topped Pizzas bring convenience and quality to life. The distinctive artisan crust is the perfect base to give your consumers exactly what they want, while providing convenience and ease for your back-of-house staff.

FAN FAVORITES.

Two American classics burst with flavor – rich sauce and gooey cheese pizza, or cheese and zesty pepperoni.

TOP THAT.

Add your own topping combinations for endless signature pizzas, or let your customers choose their ingredients.

SAVOR THE SIMPLICITY.

Ready-to-bake solution saves time, space and labor.



**16" PEPPERONI
ARTISAN CRUST PIZZA**



**16" SIMPLY CHEESE
ARTISAN CRUST PIZZA**

APPEALING APPS: SNACK SOLUTIONS.

CRAVING CRUSHERS.

America's favorite frozen cheese sticks, pizza crunchers and more — these are the craving-creating snacks that keep consumers coming back, day and night.

BREAKFAST ALL DAY LONG.

Our innovative French Toast Sticks make it easy to have breakfast for lunch, dinner, late night and everything in between.

QUICK AND EASY.

Our snacks and apps feature flexible prep, short cook times, and long-lasting stability for ultimate c-store convenience.

92%

**AMERICAN ADULTS
WHO SNACK AT LEAST
ONCE A DAY — WITH 70%
SNACKING MORE THAN
TWICE A DAY.**

MINTEL'S SNACKING MOTIVATIONS
AND ATTITUDES 2021 REPORT



CHEESE STICKS

Breaded or battered, our Cheese Sticks are the easy, cheesy, stretchy go-to for your roller grill.



FRENCH TOAST STICKS

Made from real bread, and coated in a creamy batter, these sticks are available in Original and Cinnamon varieties.



PIZZA CRUNCHERS

Stretch out your snack bar with crunchy cheese bites with pizza sauce on the inside.

POWER UP: PROTEIN SOLUTIONS.

HUNGER MEATS ITS MATCH.

Bar-B-Q, meatballs and more — our wide portfolio of protein-rich products are simple to prep and versatile for all dayparts.

QUALITY ASSURED.

Best-in-class ingredients, unmatched standards for sanitation and food safety, and world class R&D and sensory testing means products that put your offerings a cut above.

EASY AUTHENTICITY.

Our proteins are made with time-tested processes and innovative packaging for anyone-can-handle-it simplicity — with the authentic satisfaction that drives loyalty.

42%

**CONSUMERS WHO SAY
C-STORES ARE APPEALING
FOR DINNER ON THE
WAY HOME.**

DATASSENTIAL C-STORE
FOODSERVICE KEYNOTE, 2021



BAR-B-Q

Top quality meat. Hand-rubbed with our signature spice blend. Hardwood cooked low and slow for at least eight hours — our bar-b-q pork, chicken and beef is smothered in tradition.



MEATBALLS

Born of a recipe passed down through generations for that homemade taste, our meatballs are simple to prepare in endless creations.

YOUR BREAD & BUTTER: BREADS AND ROLLS.

WELCOME TO RICH'S BAKERY.

Our vast and versatile selection of 200+ breads, rolls and artisan specialties saves you time and labor with flexible, easy-handling formats.

CAN'T BELIEVE IT'S NOT FRESH BAKED.

Parbaking and flash-freezing our parbaked breads and rolls means a quick refresh in your oven or TurboChef creates an experience that's virtually indistinguishable from fresh baked.

FULLY BAKED. FULL OF FLAVOR.

Our fully baked breads, rolls and flatbreads save time while still delivering the quality and taste of bakery-style breads.

FRESHNESS IS #1

CONSUMERS NAME
FRESHNESS AS THE MOST
IMPORTANT ATTRIBUTE
WHEN CHOOSING TO EAT
BREADS AND ROLLS.

TECHNOMIC BAKERY, 2021



COTTAGE BAKERY® PARBAKED ARTISAN BREADS AND ROLLS

True artisan process. Exceptional taste. Convenience and freshness. Master the art of bread with Cottage Bakery.



SIGNATURE BREADS®

Endless everyday classics, from sandwich rolls, sub rolls, loaves, ciabatta and focaccia — all in a versatile variety of parbaked shapes, sizes and flavors.



FLATBREADS

Rich's easy-to-execute parbaked flatbreads offer boundless creative potential, from sandwich carriers to appetizer chips — delivering valuable versatility all day long.



DOUGH

From submarine rolls to biscuits and dinner rolls, Rich's has a simple dough solution for anything you're serving up — subs, sandwiches, breakfast and dinner components and more.

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
SANDWICH AND BURGER CARRIERS			
06063	<u>Handi-Split Biscuit Dough Round</u>	240/2.2	210
15607	<u>Signature Breads Italian Panini Bread 6 Pack ½ Inch Slices</u>	6/38.89	365
70029	<u>Signature Breads Fully Baked Sliced Bun White 12" Submarine</u>	60/6	365
70030	<u>Signature Breads Fully Baked Sliced Bun Wheat 12" Submarine</u>	60/6	365
09790	<u>Gluten Free Fully Baked Sliced Roll Round</u>	48/3	270
29104	<u>Simply Sweet Yeasty Dinner Roll Dough</u>	240/1.5	150
29120	<u>Simply Sweet Yeasty Diamond Roll Dough</u>	180/2.25	365
29319	<u>Signature Breads Baked Bun Brioche</u>	80/3	365
12891	<u>Gluten Free Fully Baked Roll White 6" Submarine</u>	48/4	270
89228	<u>Signature Breads Parbaked Roll White Submarine</u>	42/7.5	270
89690	<u>Signature Breads Parbaked Roll Hoagie</u>	75/4	270
87513	<u>Cottage Bakery Parbaked French Baguette</u>	24/10	270
87759	<u>Signature Breads Parbaked Italian Bread Loaf</u>	18/16	365
87804	<u>Signature Breads Parbaked Parisien Bread</u>	18/18	270
84336	<u>Cottage Bakery Fully Baked Italian Ciabatta Sliced Bun</u>	60/3.17	270
13370	<u>Country Style Biscuit Dough Hex</u>	240/2.45	210
00311	<u>Signature Breads Multigrain Panini Bread (6 Pack)</u>	6/35.27	365
00312	<u>Signature Breads Roasted Garlic Panini Sliced</u>	6/35.3	365
00322	<u>Signature Breads Marble Panini Bread Sliced (6 Pack)</u>	6/35.27	365
08790	<u>Proof & Bake Deluxe French Roll Dough Submarine</u>	60/6	180
08803	<u>Proof & Bake Deluxe Roll Dough Wheat Submarine</u>	60/6	180
08763	<u>Proof & Bake Roll Dough With Whole Grain Submarine</u>	60/7.5	180
08404	<u>Southern Style Handi-Split Biscuit Dough Round</u>	216/2.2	210
08405	<u>Southern Style Biscuit Dough Round</u>	216/2.2	210
08410	<u>Southern Style Biscuit Round - Handi-Split</u>	168/3.25	210
16410	<u>Retarder To Oven Roll Dough Sweet Yeasty</u>	120/3	150
16280	<u>Homestyle Biscuit Dough</u>	216/2.5	210
16317	<u>Biscuit Stick Dough</u>	250/1.25	210
16491	<u>Country Style Biscuit Dough Jumbo Hex</u>	120/4	210
07964	<u>Gluten Free White Sandwich Bread</u>	8/14	270
07965	<u>Gluten-Free Honey Multigrain Bread</u>	8/15	270
13717	<u>Southern Style Biscuit Dough 2.25oz</u>	216/2.25	210
45057	<u>Signature Breads Fully Baked Classic Sliced Bun Brioche 4"</u>	72/2.4	365
20320	<u>Cottage Bakery 6" Premium White Ciabatta</u>	72/3.5	365
21531	<u>Cottage Bakery Artisan Cauliflower Ciabatta Sandwich Roll</u>	80/2.6	270
18681	<u>Cottage Bakery Artisan Ciabatta Sandwich Bread</u>	42/4.5	270
18827	<u>Cottage Bakery Artisan Wholegrain Sandwich Bread</u>	42/5.5	270
18815	<u>Cottage Bakery Baguette Sandwich Rolls</u>	32/11.25	270
18844	<u>Cottage Bakery Dutch Crunch Sandwich Rolls</u>	48/6.5	270
18831	<u>Cottage Bakery French Demi Baguette Artisan Bread</u>	40/5.75	270
19652	<u>Cottage Bakery French Toast Breakfast Square</u>	80/3	270
20330	<u>Signature Breads 4" French Round Sliced</u>	90/3	365
22218	<u>Signature Breads 4" French Sandwich Round</u>	90/3	365
23090	<u>Signature Breads 4" Potato Bun Sliced</u>	72/2.6	365
22201	<u>Signature Breads 7.5" French Sandwich Long</u>	72/3.25	365

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
SANDWICH AND BURGER CARRIERS (CONTINUED)			
23045	<u>Signature Breads Aloha Brioche Bun 4.25" Sliced</u>	60/3.4	365
23027	<u>Signature Breads Brioche Style Hamburger Bun</u>	72/3	365
84327	<u>Signature Breads Focaccia Bun-Sliced</u>	60/2.65	270
23023	<u>Signature Breads French Alpine 48ct</u>	48/4.5	365
22291	<u>Signature Breads French Alpine 64ct</u>	64/4.5	365
20324	<u>Signature Breads French Sub Grand</u>	36/5.9	365
PROTEINS			
09056	<u>Bar-B-Q Sauce W/ Chopped Hickory Smoked Pork Bar-B-Q & Typ</u>	4/5 lb	365
09427	<u>Bar-B-Q Sauce With Seasoned Beef Brisket And Textured Vegetable Protein</u>	4/5 lb	365
09068	<u>Double-Rub Pulled Beef Brisket With Seasoning Marinade</u>	2/5 lb	365
09754	<u>Hickory Smoked Pulled Bar-B-Q Pork In Traditional Style Sauce</u>	2/5 lb	365
09067	<u>Hickory Smoked Pulled Bar-B-Q Pork Seasoned</u>	2/5 lb	365
09750	<u>Premium Pulled Pork Bbq With Nashville-Style BBQ Sauce (Trays)</u>	4/5 lb	365
86301	<u>Sliced Smoked Seasoned Beef Brisket - Bags</u>	2/5 lb	365
09160	<u>Whole Smoked Seasoned Beef Brisket</u>	2/7 lb	365
50024	<u>Casa Di Bertacchi Fully Cooked Traditional Beef Italian Style Meatballs 1 oz</u>	2/5 lb	540
PIZZA DOUGHS, CRUSTS AND FLATBREADS			
06642	<u>10" Fresh 'N Ready Oven Rising Sheeted Pizza Dough</u>	50/12	120
46123	<u>10" Parbaked Extra Thin Pizza Crust</u>	80/3.5	365
84988	<u>10" Parbaked Thin Pizza Crust</u>	40/5.5	365
35060	<u>10" Presheeted Pizza Dough</u>	50/10	180
11823	<u>10" Gluten Free Broccoli And Cheddar Pizza Crust</u>	24/5.4	240
11819	<u>10" Gluten Free Parbaked Pizza Crust Seasoned Cauliflower</u>	24/5.2	240
19414	<u>10" Raised Edge Par-Baked Pizza Crust</u>	20/9	365
00809	<u>10" Round Fully Baked Oven Fired Flatilla</u>	120/2.8	365
46106	<u>12" Parbaked Extra Thin Pizza Crust</u>	40/5	365
84902	<u>12" Parbaked Traditional Pizza Crust</u>	20/10	365
35078	<u>12" Proof & Bake Sheeted Pizza Dough</u>	36/14	180
84865	<u>12" x 16" Parbaked Traditional Pizza Crust</u>	16/17	365
35300	<u>12" x 16" Proof & Bake Sheeted Pizza Dough</u>	22/24	180
20943	<u>12" x 5" Gluten Free Seasoned Cauliflower Flatbread</u>	48/5.5	240
18151	<u>12" Heart Shaped Pizza Crust</u>	24/10	365
19422	<u>12" Raised Edge Par-Baked Pizza Crust</u>	20/13.5	365
84970	<u>12" Thin Par-Baked Pizza Crust</u>	24/8	365
13162	<u>12" x 5" Parbaked Rustic Oval Flatbread</u>	48/4.8	365
19449	<u>14" Raised Edge Par Baked Pizza Crust</u>	12/19	365
34630	<u>14" Proof & Bake Sheeted Pizza Dough</u>	28/19	180
00879	<u>16" Parbaked Extra Thin Pizza Crust</u>	40/9	365
19465	<u>16" Raised Edge Par-Baked Pizza Crust</u>	10/22.5	365
03604	<u>16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough</u>	20/29.5	120
35086	<u>16" Proof & Bake Sheeted Pizza Dough</u>	20/26	180
18292	<u>6" x 6" Sweet Potato Flatbread</u>	144/2.3	365
84929	<u>7" Parbaked Traditional Pizza Crust</u>	72/3.5	365
19406	<u>7" Raised Edge Par-Baked Pizza Crust</u>	48/4.7	365
20914	<u>7.5" Gluten Free Seasoned Cauliflower Pizza Crust</u>	40/3.5	240

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
PIZZA DOUGHS, CRUSTS AND FLATBREADS (CONTINUED)			
16387	7" Proof & Bake Sheeted Pizza Dough	96/5.5	180
27467	8" Parbaked Pizza Crust	48/6	365
15783	Docked 16" Fresh 'N Ready Oven Rising Sheeted Pizza Dough	20/29.5	120
19987	Football Shaped Pizza Crust	30/13	365
07366	Fresh 'N Ready 12" Oven Rising Sheeted Pizza Dough	24/16.6	120
08848	Fresh 'N Ready 12" x 15" Oven Rising Sheeted Pizza Dough	20/29.2	120
07367	Fresh 'N Ready 14" Oven Rising Sheeted Pizza Dough	20/25	120
17040	Fresh 'N Ready 16" Oven Rising Thin Sheeted Pizza Dough	24/22	120
07386	Fresh 'N Ready 7" Oven Rising Sheeted Pizza Dough	72/6.6	120
15100	Fully Baked Original Naan Flatbread 9.5" x 7.5" Teardrop	48/4	365
01104	Fully Baked Oven Fired Flats Chipotle Seasoned 7" x 6.5" Square	120/3.9	365

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
PIZZA DOUGHS, CRUSTS AND FLATBREADS (CONTINUED)			
01945	Fully Baked Oven Fired Flats Herb 6.5" x 6.5" Square	120/3.3	365
02946	Fully Baked Oven Fired Flats Plain 14" x 14" Square	40/12	365
01946	Fully Baked Plain Oven Fired Flats 6.5" x 6.5" Square	120/3.3	365
18023	Pretzel Par Baked Crust 12ct	12/20.67	300
17095	Ready-To-Stretch Large Pizza Dough	20/22	150
06423	Rich's 12" x 12" Extra Thin Oven Fired Flats	50/5.3	365
17279	Waffle Flatbread (Whole Grain)	48/4.9	240
SNACKS			
65215	3/4" Breaded Mozzarella Cheese Sticks	8/24	540
67400	Farm Rich French Toast Sticks Original	5/32	540
65225	Farm Rich Breaded Pizza Cheese Crunchers	8/50	540

GIVE HOT A SHOT.



INFINITE POSSIBILITIES.
ONE FAMILY.

Ready to heat things up? Visit RichsConvenience.com/hot-case

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