



**C-STORE
SOLUTIONS
WORTH
STOPPING
IN FOR.**



WELCOME TO THE *Future of C-Store.*

Today's consumers' on-the-go lifestyles demand convenience. C-stores are evolving into one-stop-shops built around more than just fuel. They're an in-and-out snack haven, a quick, hot breakfast to go, a pit-stop for a midday pick-me-up, or a place to find an easy family dinner on the way home. Consumers expect all of this with speed and affordability, as well as quality, customizability and variety. That's where Rich's comes in.



78%
OF AMERICANS
HAVE VISITED A
C-STORE WITHIN
THE LAST WEEK¹



79%
OF CONSUMERS
VISIT C-STORES
JUST TO BUY
PREPARED FOOD
OR BEVERAGES
OFTEN OR
OCCASIONALLY¹



45%

OF C-STORE
FOODSERVICE
PURCHASE
DECISIONS ARE
IMPULSE BUYS²

64%

SAY IT'S FASTER/
EASIER TO STOP
AT A C-STORE FOR
FOOD THAN A QSR
WHILE ON THE GO³



CONSUMERS NAME
"VARIETY
OF FOOD
AVAILABLE"
MOST IMPORTANT
WHEN CHOOSING
A C-STORE²

MEET YOUR C-STORE *Partner.*

Rich's is here for you with an endlessly-innovative portfolio crafted for c-store categories, and an insight-driven partnership that puts 80 years of culinary expertise in your corner.

Connect With A
C-Store Expert



SEE HOW FAR WE CAN GO TOGETHER.

THE PERFECT PIZZA PARTNER.



Ready-To-Stretch

Just take out of the cooler, stretch, top and bake!



Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough

Freezer-to-oven dough that bakes into pizzeria quality crust!



Parbaked Pizza Crusts

Ready to top, bake and serve — in minutes!



Flatbreads

Simply thaw and prepare any way you like!



Cheesy Pull Apart Flatbread

Pre-topped and ready to rip apart into individual cheesy sticks!



Fully Topped Flatbread Pizzas

Crispy crust layered with sauce, cheese and on-trend toppings!



Fully Topped Pizza

Ready to bake as-is, or add your signature toppings!

Consumers are turning to c-stores over their local pizza shop for convenience, consistency and affordability. With the right products, the pizza possibilities are limitless for c-stores — from highly customizable pies to creative LTOs with little labor. Rich's is proud to offer the most diverse and flexible frozen dough, crust and fully topped pizza portfolio in the market.

Let's discover your edge.

PIZZA IS THE MOST POPULAR PREPARED FOOD PURCHASE AT C-STORES¹

56%

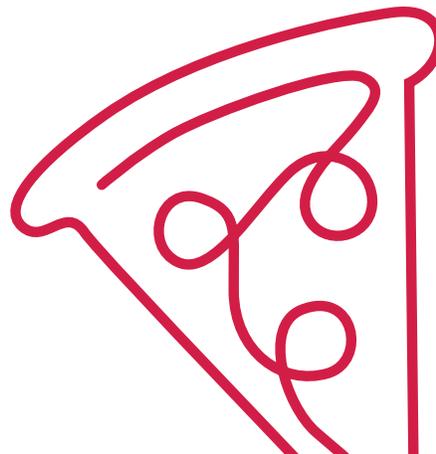
C-STORE PIZZA SALES GROWTH OVER THE PAST YEAR¹

52%

C-STORE CONSUMERS INTERESTED IN CUSTOMIZABLE, BUILD-YOUR-OWN PIZZA¹

+10.6%

GROWTH RATE OF MADE-TO-ORDER PIZZA IN C-STORES³



Explore More Pizza Solutions



WHERE CRAVINGS MEET CONVENIENCE.

Hot Case Solutions

C-stores have become mealtime destinations beyond just pizza — from breakfast to late-night bites. 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.

74% CONSUMERS THAT HAVE A SNACK IN PLACE OF A TRADITIONAL MEAL AT LEAST 1X PER WEEK⁴

50% C-STORE FOODSERVICE SNACK PURCHASES THAT ARE IMPULSE BUYS²

27% GEN Z CONSUMERS THAT SAY THEIR LAST C-STORE PREPARED FOOD PURCHASE WAS AN APP/FINGER FOOD²

QUICK SNACKS C-STORE PREPARED FOOD IS MOST APPEALING TO CONSUMERS WHEN THEY'RE LOOKING FOR A QUICK BITE¹

SUPER SANDWICH CARRIERS.

Artisan Breads and Rolls

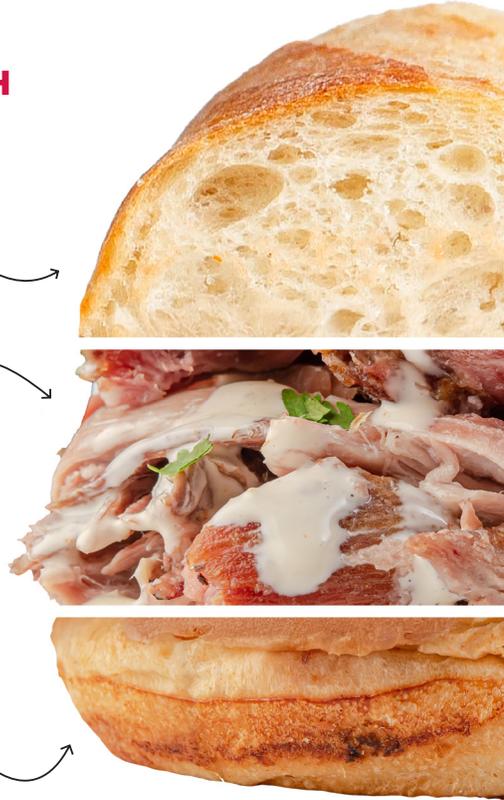
Scratch-quality freezer-to-oven sandwich carriers.

BAR-B-Q

Top quality meat hand-rubbed with our signature spice blend.

Everyday Breads and Rolls

Everything from sub rolls to burger buns and sandwich ciabatta, we've got you covered with a full portfolio of parbaked solutions!



BREAKFAST ALL DAY LONG.

French Toast Sticks

A sweet breakfast or anytime snack menu staple, ready in minutes!

APPEALING APPS AND SNACKS.

Mozzarella Cheese Sticks

An easy, cheesy, stretchy crowd-pleaser with real, melty mozzarella.

PIZZA TURNED INSIDE OUT.

Breaded Pizza Cheese Crunchers

Mess-free breaded crunchers with cheesy mozzarella and sauce on the inside.



Explore More Hot Case Solutions

A QR code is located in the bottom right corner of the page, enclosed in a dark red rounded rectangle. Above the QR code is the text "Explore More Hot Case Solutions" in a white, cursive font.

SOLUTIONS FOR EVERY SIP.

A morning must-have. A planned afternoon pick-me-up treat. Or an impulse refresh. Beverages are one of the main attractions that draw shoppers into your store. Despite their popularity, there's still room to grow. Customizability, increased variety and blended drinks are all areas of opportunity to meet consumer cravings. Rich's is here with unique beverage bar solutions that check all these boxes to drive more repeat visits and grow tickets.

57%

CONSUMERS WHO PURCHASED A PREPARED BEVERAGE DURING THEIR LAST C-STORE VISIT¹

DISPENSED AND MADE-TO-ORDER COLD BEVERAGES

THE #1 SNACK PURCHASE CATEGORY FOR C-STORES³

1 IN 5

IMPULSE BUYS THAT ARE A SELF-SERVE COLD OR FROZEN BEVERAGE¹

68%

CONSUMERS WHO SUBSTITUTE A BEVERAGE FOR A FOOD SNACK AT LEAST SOMETIMES, WITH 12% DOING SO REGULARLY⁵

SELF-SERVE SHAKES AND SMOOTHIES.

f'real By Rich's B6 Self-Serve Blender

Let your customers blend their own shakes, smoothies and more with the simple push of a button.



DELICIOUS FAN-FAVORITE AND ON-TREND FLAVORS!

AUTOMATIC LOW-TOUCH BLENDING!

CUSTOM SHAKES AND SMOOTHIES — SIMPLIFIED.

f'real By Rich's B7 Back-Of-House Blender

Craft any customizable frozen beverage in under a minute with our B7 Blender and Blend & Serve and Made-to-Order Cups.



Explore More Beverage Solutions



PRE-WHIPPED TOPPING THAT WOWS.

On Top® Whipped Topping

Picture-perfect pre-whipped beverage topping available in a spectrum of flavors.



ONE-BUTTON BLENDED BEVERAGES.

f'real by Rich's

Full frozen beverage program, including blenders and pre-mixed cups.

DIY DOLLOPS.

Mytop™ Whipped Topping & Dispenser

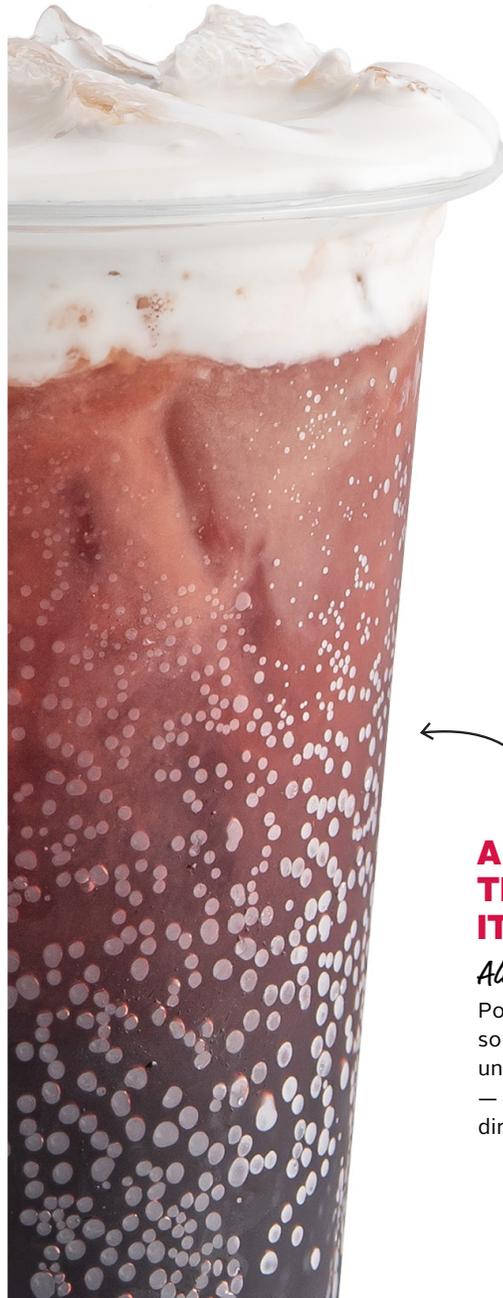
Offer do-it-yourself beverage customization!



CAPTURE THE COLD FOAM CRAZE.

On Top® Soft Whip

Light, pourable sweet cold foam topping.



A CREAMER THAT DOES IT ALL.

All-In-One Creamer

Pourable, multi-functional solution for all of your unique sippable creations — coffee, bubble teas, dirty sodas and more.

YOUR GRAB 'N GO COVERED.

Grab 'N Go Solutions

Fully finished. Individually wrapped. Perfectly portioned. Your customers are on the move, and they want quick, fulfilling and unique options that are ready to go NOW. Rich's grab 'n go and cold case solutions provide maximum convenience and satisfaction with minimum labor and contact. You'll deliver daily delight, inspire impulses and create cravings that will keep them coming back.



Cheesecake Slices
Serve up an elevated slice of dessert with zero time or labor.

56%

CONSUMERS' LAST DESSERTS THAT WERE SNACKS⁷

38%

CONSUMERS THAT NAME 'PORTABILITY' AS THE REASON THEY TYPICALLY CHOOSE A SNACK⁸

INDULGENCE

GEN Z'S #1 SNACK MOTIVATOR⁴

CRUSH CAKE CRAVINGS ON THE GO.

Cake Squares

Baked, iced and ready to thaw and sell!



INSTANT INDULGENCES.

Parfait Cups

Fully finished, tastefully packaged and ready-to-delight layered dessert cups—available in mousse and cake parfait varieties!

Explore More
Grab 'N Go Solutions



UNWRAP HAPPINESS.

*Individually
Wrapped Cookies*

Fully baked and ready to
sell. Available in a variety
of fun and classic flavors!

1 IN 5
AMERICANS
THAT EAT OVER
3 COOKIES
PER DAY⁹



Filled Cookies

Fully baked, individually
wrapped cookies stuffed with
sweet filling in the center.



Sweet Middles

Mini cream-filled, soft
sugar cookie sandwiches
— retail ready to delight!



EVERYTHING YOU NEED FOR SWEET SUCCESS.

Bakery Case Solutions

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.

FRESHNESS & INDULGENCE

THE LEADING DECISION DRIVERS FOR BAKERY OFFERINGS¹⁰

DONUT LOVE

DONUTS WITH UNIQUE TWISTS WERE THE TOP-PERFORMING PASTRY/BAKERY ITEM LAST YEAR¹¹

PASTRY PERFECTION.

Flips (Filled Croissants)

Soft and flaky filled croissants – perfect for a sweet snack, breakfast pastry or dessert.



Cinnamon Roll Dough

Sweet, tender, buttery dough filled with a rich, dark cinnamon paste – bake up a cinn-fully good sweet treat.

Baked Bulk Cookies

Fully baked cookies that deliver bakery quality without the need to bake!



FUEL COOKIE CRAVINGS.

Cookie Dough

Pre-made doughs that go from freezer to oven, available in a variety of flavors and price points.



MAKE COOKIES WORTH STOPPING IN FOR WITH RICH'S ARRAY OF FLAVORS AND FORMATS!



Specialty Doughs

Creative specialty dough solutions, from decadent cookies to seasonal cut-outs and scones.



76%
OF CONSUMERS
LIKE OR LOVE
DONUT HOLES⁶

**DONUTS
WORTH THE
DETOUR.**

Donut Bites

Poppable and snackable
bite-sized donuts — ready
for a simple thaw and
optional oven refresh!



Explore More Bakery
Case Solutions



Fully Finished Donuts

Picture-perfect donuts
that stay fresh for at
least 2X longer than
other bakery options!

*Ready-To-Finish
Specialty Donuts*

Specialty donuts
ready for a quick thaw
and oven refresh that
level up your c-store
bakery case!



68%
OF CONSUMERS
CONSIDER
SNACKING AS THE
TOP OCCASION FOR
EATING DONUTS¹²

Ready-To-Finish Donuts

Donuts ready to transform
into your own creations
with glaze, icing, powder,
sprinkles and more!

**MERCHANDISING
SOLUTIONS At
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 richsmarketplace.com.

Scan To
Learn More





LET'S SEE WHAT'S IN STORE.



*Explore All of
Our C-Store
Solutions.*

1 - SNAP! Datassential C-Store Keynote, 2023 2 - Foodservice IP 'Capturing Opportunities in Convenience Store Foodservice' May 2023 3 - Q1 2024 Technomic C-Store Consumer Market Brief
4 - SNAP! Datassential Snacking Keynote, 2023 5 - Rich's Proprietary Research, Nov 2024 6 - Datassential, 2025 7- Datassential Desserts Keynote, 2023 8 - Rich's Proprietary Research, Nov. 2024
9 - Boost 'American Love of Cookies' Report, 2023 10 - Technomic 'Bakery' Report, 2025 11 - Datassential Donut & Breakfast Pastry Trend Report, 2024 12 - Circana CREST Dashboard, 6ME March 2024



INFINITE POSSIBILITIES.
ONE FAMILY.

To learn more about Rich's c-store solutions, contact your
Rich's rep or visit richsusa.com/business-solutions/convenience

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