

The background of the image shows two pizzas on a light-colored wooden surface. The pizza on the left is topped with white cheese, sliced cucumbers, lemon slices, and fresh basil. The pizza on the right is topped with red sauce, pepperoni, melted cheese, and fresh basil. A large red rectangle is overlaid in the center, containing the text.

80

YEARS *of*
PIZZA
possibilities



MEET YOUR PARTNER FOR ALL THINGS *pizza.*

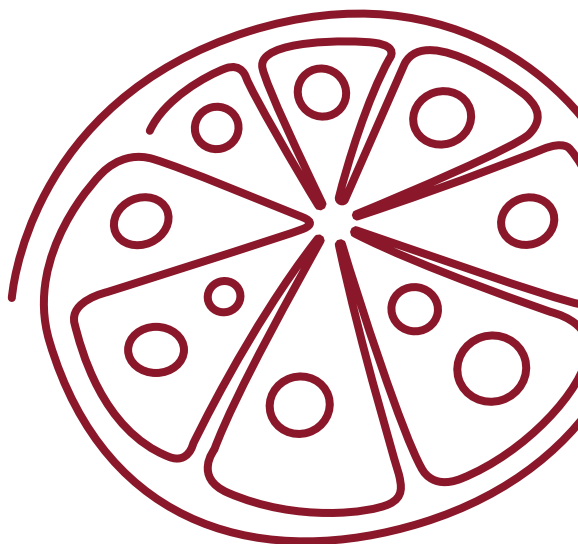


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TAP INTO A COLLECTIVE *craving.*

What's the one food consumers say they want to eat for the rest of their lives?

PIZZA. Here's the proof behind the pie:

World Pizza Market:

\$197 BILLION¹

US Pizza Market:

\$59.68 BILLION²

No. of US Pizzerias:

74,077³



Americans Who
Will Eat Pizza Today:


13%⁴

Americans Who Will
Eat Pizza This Week:

43%⁴

¹Business Research Insights 2025 ²2023 Technomic Pizza ³IBISWorld

⁴Pizza Consumption Statistics 2022 In The USA - The Pizza Calc



Average Number of
Slices of Pizza Eaten
By A Person Every Year:

46 SLICES⁴

Forecasted US Pizza
Industry Growth rate
2023-26:

4.7%²

Americans Who Will
Eat Pizza This Month:

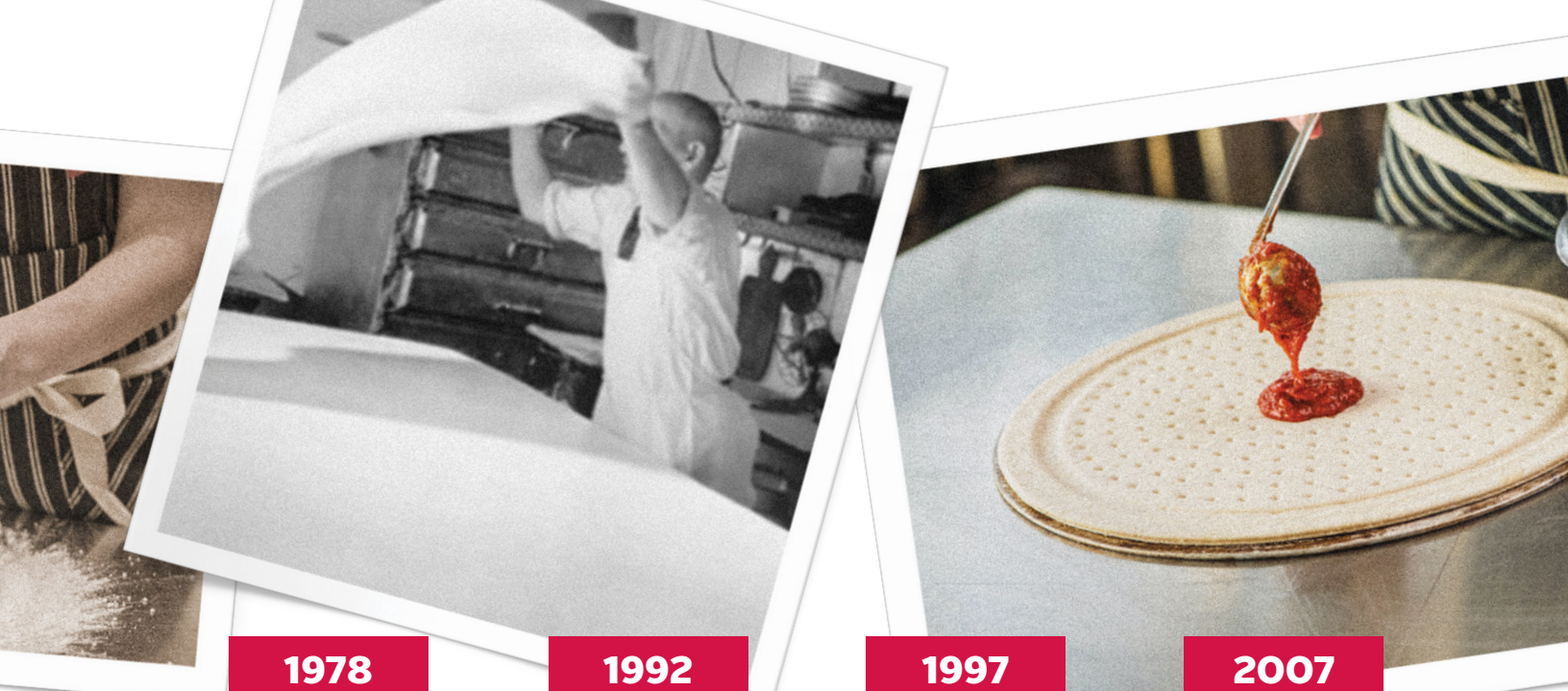
83%⁴



80 YEARS OF *innovation,* BAKED RIGHT IN.

**WE'VE KNOWN, LOVED AND MADE DELICIOUS
PIZZA CRUSTS AND DOUGHS FOR DECADES.**

Innovation is the key ingredient in our recipe for success, so we've made it our mission to blend authentic pizza prowess with the expertise to conquer cravings, serve trending tastes and put fresh twists on traditions. From doughs that take their cues from authentic Italian traditions to evolved options that pack in plant-based ingredients, our portfolio is made to help you delight customers and dish out your own slice of success.



1978



Rich's installs its first
Pizza Dough Ball line in
Appleton, WI

1992



Rich's is first to market
with frozen Sheeted
Pizza Dough

1997



Rich's begins producing
authentic parbaked Pizza
Crusts and Flatbreads

2007



Rich's introduces the
revolutionary Fresh 'n
Ready™ Oven Rising
Sheeted Pizza Dough

2012



Acquires family-owned
Goglanian Bakeries,
manufacturer of highest
quality Pizza and Flatbread

2014



Our first Fully Topped
Pizza line begins production
in Crest Hill, IL

2017



Acquires family-owned Venice
Bakery, manufacturer of the
highest quality gluten-free
and plant-based Pizza
Crusts and Flatbreads

2019



Acquires family-owned
Rizzuto Foods, manufacturer
of a variety of gluten-free
and specialty pizza products

2020



Rich's launches the most
expansive portfolio of Plant-
Based Pizza Doughs,
Crusts and Flatbreads

2021



Acquires BakeHouse
Foods, specializing in
gluten-free and plant-
based parbaked crusts

2024



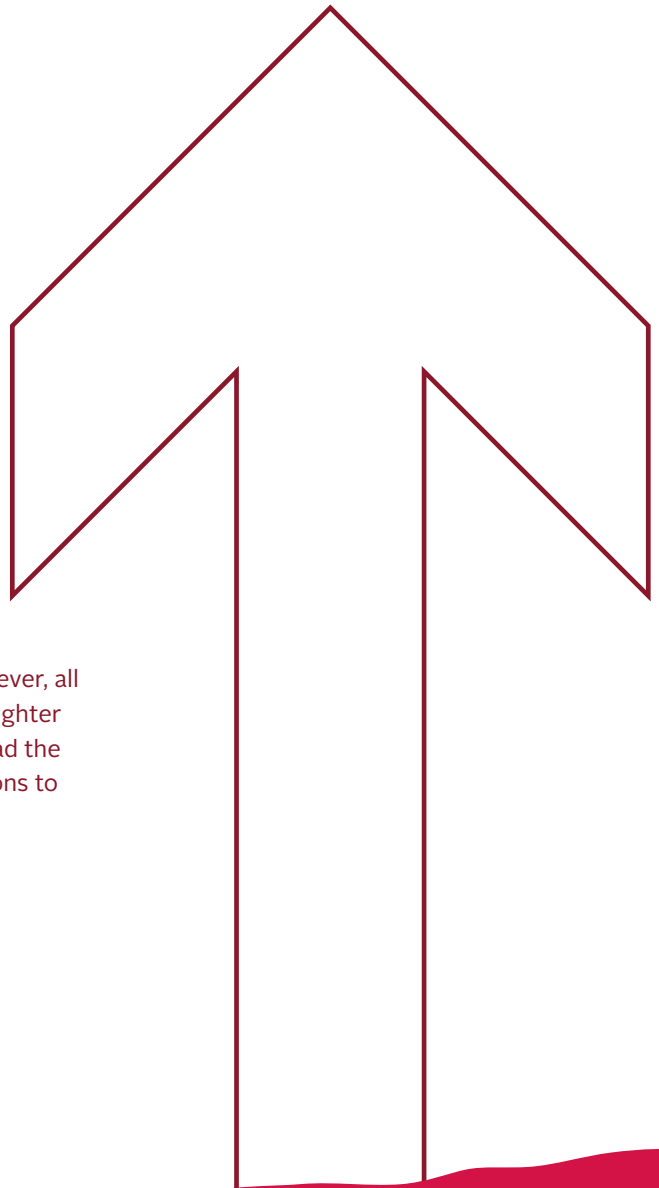
Rich's debuts the
Authentically Italian
family of products

2025



Rich's celebrates
80 years of success
through innovation

TRENDS TAKING PIZZA TO *the top.*



Customers have more cravings—and more choices—than ever, all while operators are faced with tougher challenges and a tighter labor market. For decades, we've used our expertise to lead the way in pizza possibilities and offer crust and dough solutions to meet the market's demands.

And as a pizza partner in deliciousness, we help operators stay ahead of every trend and opportunity, too.

1

THE CRAVING: AUTHENTICITY

With 41% of consumers saying they want more authentic pizza options, the order is in: authenticity is a must. We're staying on top of this trend with pizza dough balls, ready-to-stretch doughs, and parbaked crusts for fresh-baked pies that serve rustic, old-world style and flavor while keeping up with modern kitchen realities.

67%

OF CUSTOMERS RANK "A TRULY GREAT CRUST" AS THE MOST IMPORTANT PART OF THEIR PIE'



2

THE CRAVING: BETTER-FOR-YOU CHOICES

From food allergies to being more conscious of ingredients, consumers are seeking better-for-you choices without sacrificing one bit (or bite) of taste. In fact, 72% of consumers state that they're more likely to pay attention to nutritional benefits of foods today. We can help you satisfy every dietary restriction with plant-based, gluten-free and vegan crusts that fulfill every craving.

40% OF CONSUMERS ARE
"EXTREMELY INTERESTED"
IN BETTER-FOR-YOU OPTIONS²

3

THE CRAVING: CONVENIENCE AND LABOR SAVINGS

At the same time customers are wanting easier access to their food via deliveries, operators are also looking to ease back-of-house challenges. We help operators strike a balance between convenience and labor savings, delivering options that maximize profitability while also taking taste to the highest level with Fresh 'N Ready™, Parbaked and Fully Topped Pizzas to meet demands without adding on extra work.

66% OF CONSUMERS HAD PIZZA
WITHIN THE LAST WEEK³

4

THE CRAVING: PERPETUAL PROMOTION

Make the most of the moment with promotions and limited time offers to bring customers in. From loyalty programs to "only here and now" flavors and other exclusive experiences, tapping into senses of belonging and scarcity help drive both foot traffic and purchases—along with increasing your operation's bottom line.

48% OF CONSUMERS ARE ENROLLED
IN THEIR FAVORITE PIZZERIA'S
LOYALTY PROGRAM³



² Technomic Pizza Report 2023 - A Comprehensive Assessment of the Highly Competitive Category

³ Datassential SNAP! Keynote | Pizza 2024

BACK OF HOUSE, TOP OF *mind.*

Your consumers have elevated expectations for their pizza. At the same time, a tight labor market is increasing costs while the labor pool continues to shrink — creating challenges in attracting, training and retaining staff. This makes anyone-can-do-it, versatile products even more valuable.

Feeling stretched? At Rich's, we've got your back — and your back-of-house. We're invested in your long-term success, helping you win today — and plan for tomorrow. Our pizza portfolio is designed to help you navigate a complex, creative world with culinary solutions built around your needs, while bringing you the latest trends to stay ahead of your competitors.





TRANSFORMING CHALLENGES INTO OPPORTUNITIES.

At Rich's, we partner with you to learn your business so together, we can determine which crust is right for you — and create something remarkable.



ACCESS TO, COST AND ABILITY OF LABOR

Our diverse spectrum of solutions means that, regardless of pizza experience, we have products that anyone can turn into fresh baked pies.



CONSISTENCY AND QUALITY OF OFFERINGS

We deliver craveable consistency you can count on. Our portfolio features handling that's quick to learn and a joy to master — reliable in any impinger, convection, deck or wood burning oven.



INNOVATIVE, CUTTING-EDGE PRODUCTS

Our best-in-class R&D and consumer-driven innovation provide you with on-trend products that drive demand, reduce complexities and improve your profitability. Utilize our expertise, experience and insights for strategic category growth.



MENU VERSATILITY AND EXCITEMENT

When you choose us, you get more than good food — you get a partner. Our industry-unique team of CIA-trained Culinarians can work with you to develop new recipes and seasonal LTOs, infuse value into current offerings and improve time management.



PIZZA portfolio.

At Rich's, we leave no customer behind. That's why we've developed such a diverse line of pizza dough and crust formulations.

No matter who you are or how your operation works, Rich's has the perfect pizza dough or crust for your situation.

LET'S FIND YOUR PIE

For complete Specifications, Nutrition Facts, Tips and Handling, Storage and Allergen Information, visit www.richsusa.com/pizza



**PIZZA DOUGH
BALLS**



**PROOF
AND BAKE**



**READY-TO-STRETCH
(RTO)**



**FRESH 'N READY™
(FTO)**



**PARBAKED
CRUSTS**



**PLANT-BASED
PARBAKED CRUSTS**



**FULLY
TOPPED**



PIZZA *dough balls.*



THE RIGHT CHOICE FOR YOU:

- If you have skilled staff familiar with a multi-step pizza-making process.
- If your operation has the time and cooler space to accommodate overnight thawing.
- If your consumers value the quality of authentic pizza with made-from-scratch flavor.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**PROOFING
REQUIRED**



**AMBIENT TIME:
UP TO 2 HOURS**



**DEVELOPED
TEXTURE**



TRADITIONAL DOUGH BALLS

Available in a number of versatile sizes.



DOUBLE ZERO 'OO' STYLE FLOUR DOUGH BALLS

Made with "oo" style flour milled according to exact standards.



ROMAN STYLE DOUGH BALLS

A uniquely formulated high hydration dough ball designed to create an authentic Roman Style Pizza.

GRAND GOURMET.

With Rich's authentic Pizza Dough Balls, gourmet is not far away. Create the ideal artisan pizza your customers expect with the convenience of pre-portioned dough balls, ready for you to thaw, proof, stretch, top and bake. Our carefully crafted dough recipes deliver authentically flavorful crust and an unforgettable pizza-eating experience.

For a complete list of products and specifications, see **page 40**.



PROOF AND BAKE SHEETED *pizza dough.*



THE RIGHT CHOICE FOR YOU:

- If you want fresh, authentic-tasting pizza and have the time and cooler space to accommodate overnight thawing.
- If your staff is familiar with a simple, multi-step pizza-making process.
- If you menu pizzas, but want to offer other fresh-baked, dough-related items such as calzones, stromboli, breadsticks and more.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**PROOFING
REQUIRED**



**AMBIENT TIME:
UP TO 2 HOURS**



**DEVELOPED
TEXTURE**

AWESOMELY AUTHENTIC.

Feeling stretched? At Rich's, we've got your back – and your back-of-house. Our edge-to-edge Proof and Bake Sheeted Pizza Dough is the industry standard for fresh-baked pizza crust without all the scaling, dividing, rounding and stretching required with Dough Balls. To create a scratch-quality pie, just thaw overnight, bring to room temperature and top any way you like.

For a complete list of products and specifications, see **page 40**.



PROOF AND BAKE SHEETED PIZZA DOUGH

Available in popular sizes, from individual pizzas up to 16" family size — plus a 12" x 16" rectangular dough for Sicilian-inspired pies.



WHOLE GRAIN PROOF AND BAKE SHEETED PIZZA DOUGH

Meets K-12 whole grain requirements.



READY-TO-STRETCH *sheeted pizza dough.*

(REFRIGERATOR TO OVEN)



THE RIGHT CHOICE FOR YOU:

- If your consumers expect the authentic, customized, premium experience that comes with hand-stretched dough.
- If turnover and training challenges require easy-to-handle and versatile products that deliver much-needed value.
- Fresh-baked pizza perfection in every bite.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME:
UP TO 2 HOURS**



**DEVELOPED
TEXTURE**

READY? STRETCH. DOUGH!

Hand-crafted dough lets your chefs add personality to every pizza. With Ready-To-Stretch, 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.

For a complete list of products and specifications, see **page 41**.



READY-TO-STRETCH SHEETED PIZZA DOUGH

Consistent in any impinger, convection, deck and wood burning oven. Available in Individual and Large.



FRESH 'N READY™ OVEN RISING

sheeted pizza dough.

(FREEZER TO OVEN)

THE RIGHT CHOICE FOR YOU:

- If you want fresh, authentic-tasting pizza without a multi-step dough handling process.
- If your consumers have pizza options and won't settle for less than the real thing.
- Whether you are a high volume pizza user or just have timing and demand challenges.



**REQUIRES BASIC
DOUGH HANDLING**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



**AMBIENT TIME:
UP TO 2 HOURS**



**DEVELOPED
TEXTURE**



FRESH 'N READY™ THIN

The industry's original thin freezer-to-oven dough that satisfies 40% of Americans calling themselves "thin crust lovers."¹



FRESH 'N READY™ ORIGINAL

Bake up a perfect pizza in a variety of sizes, including 7", 10", 12", 14", 16", and 12" x 15".



FRESH 'N READY™ WHOLE GRAIN

Delivers two whole grains per serving and is made in the USA.

PICK YOUR PERFECT PIE.

Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough offers consistently delicious, dependable performance pie after pie. No matter your preferred format, we have the options to make your operations easier:

UNDOCKED

Ideal for a variety of ovens, featuring desirable surface bubbles and texture. Bake best from the cooler or thawed.

SAUCE RING (CENTER DOCKED)

Best for Accelerated Cooking Technology ovens with high heat/fast bake times, featuring a slightly raised crust rim with desirable bubbles.

DOCKED ALL OVER

Optimal when using Accelerated Cooking Technology ovens with high heat/fast bake times and the fewest number of bubbles.

PRODUCT	UNDOCKED	SAUCE RING	DOCKED ALL OVER
16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	✓		
16" Fresh 'N Ready™ Thin Oven Rising Sheeted Pizza Dough	✓		
16" Fresh 'N Ready™ Whole Grain Oven Rising Sheeted Pizza Dough	✓		
14" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	✓		
12" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	✓		
10" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	✓		
7" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	✓		
6" Fresh 'N Ready™ Whole Grain Rich Individual Sheeted Pizza Dough	✓		
16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough with Sauce Ring		✓	
16" Fresh 'N Ready™ Whole Grain Rich Oven Rising Sheeted Pizza Dough with Sauce Ring		✓	
14" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough with Sauce Ring		✓	
16" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough			✓
12" x 15" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough			✓

For a complete list of products and specifications, see [page 41](#).

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*authentically
italian.*

AND UNMISTAKABLY RICH'S.





In Italy—and at Rich’s—good food is a way of life. That’s what inspired us to seek out deep-rooted culinary traditions to create our Authentically Italian portfolio of pizza crusts and doughs. From classic pinsas to gluten-free innovations, dough balls crafted with the highest quality ingredients to parbaked crusts that serve up both authenticity and ease, discover how this portfolio can help you use old-world excellence for a new landscape of flavor.

WHY BRING TRADITION TO YOUR KITCHEN?



SATISFY CUSTOMER CRAVINGS

Consumer interest in Italian Street Food and Artisanal Pizza is growing.



ITALIAN INGREDIENTS

Crafted using traditional Italian recipes inspired by authentic ingredients.



VERSATILE OFFERINGS

From classic, Italian made pinsa, to doughs, parbaked, and gluten-free crusts – easy to customize for your operation.

AUTHENTICALLY ITALIAN *pinza.*



THE RIGHT CHOICE FOR YOU:

- If you want on-trend menu innovation without the complexity of an additional back-of-house crust recipe.
- If your kitchen space is tight.
- If you're looking to satisfy a variety of consumer demands and restrictions with a versatile suite of easy-handling products.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**

GET YOUR PINSA THE PIE.

Get to know pinsa: one of the oldest forms of pizza that's experiencing a culinary renaissance all across Europe. Our traditional parbaked pinsas, exclusively imported from experts in Italy, let you introduce this taste sensation to North American customers.

For a complete list of products and specifications, see **page 41**.



7"x11" OVAL PINSA

Made with authentic regional ingredients and hand-stretched and pinched for a rustic pie unique to every order.



12" ROUND PINSA

Bakes into an irresistible, cloud-like pie — crispy on the outside, soft on the inside — for an elevated aroma, texture and taste.

GLUTEN-FREE CAULIFLOWER PINSA

Hand-crafted in-house with a blend of rice flour, buckwheat flour and cauliflower and featuring a unique fermentation process for soft, airy interior and a delightfully crunchy exterior.



AUTHENTICALLY ITALIAN *dough balls.*



THE RIGHT CHOICE FOR YOU:

- If you have skilled staff familiar with a multi-step pizza-making process.
- If your operation has the time and cooler space to accommodate overnight thawing.
- If your consumers value the quality of authentic pizza with made-from-scratch flavor.



**REQUIRES BASIC
DOUGH HANDLING**



**THAWING
REQUIRED**



**PROOFING
REQUIRED**



**AMBIENT TIME:
UP TO 2 HOURS**



**DEVELOPED
TEXTURE**

TRAVEL TO ITALY WITH EVERY BITE.

Italy represents the best of the best when it comes to pizza, and there are multiple varieties to satisfy everyone, including:

ROMAN-STYLE PIZZA

Bring history, art and culinary tradition with Roman-style pizza, the great classic beloved for delectably crispy crust and a soft, light and airy interior. Whether you think your customers will prefer to enjoy it al taglio (by the cut) or alla pala (by the paddle), we can help you serve up this style of pie in your operation without the complexity of a back-of-house dough recipe.



ROMAN STYLE PIZZA DOUGH BALL

Pre-portioned and ready to thaw, proof, stretch and top for Roman Style pies—or change it up by using for calzones, strombolis, sandwich carriers and more.

NEAPOLITAN-STYLE PIZZA

Crafted with Double Zero '00' Style Flour, Neapolitan-style pies bake up chewy, bubbly and crispy. Now, we have dough balls made from this superior quality ingredient to satisfy even the most discerning customer.



DOUBLE ZERO '00' STYLE FLOUR DOUGH BALLS

A high-quality dough that arrives pre-portioned and ready to thaw, proof, stretch and top for gourmet pies with an elevated, scratch-made flavor.

For a complete list of products and specifications, see [page 40](#).



AUTHENTICALLY ITALIAN

parbaked crusts.



THE RIGHT CHOICE FOR YOU:

- If your staff is not trained to handle a multi-step pizza-making process.
- If your kitchen space is tight.
- If you're looking to satisfy a variety of consumer demands and restrictions with a versatile suite of easy-handling products.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**

PARBAKED, FULLY DELICIOUS.

Made with double zero '00' style flour, our parbaked pizza crust features the same fresh, high-quality ingredients used in Italy, combined with the easy-handling simplicity of a parbaked solution.

For a complete list of products and specifications, see [page 42](#).



DOUBLE ZERO '00' STYLE PARBAKED CRUST

Choose from 16", 14" and 12" sizes that are ready to go from freezer to oven and deliver the taste, texture and aroma you'd expect from a Roman cafe.



TRADITIONAL *parbaked crusts.*



THE RIGHT CHOICE FOR YOU:

- If your staff is not trained to handle a multi-step pizza-making process.
- If your kitchen space is tight.
- If you're looking to satisfy a variety of consumer demands and restrictions with a versatile suite of easy-handling products.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**

SUPER SIMPLE.

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. To satisfy a variety of consumer trends with the finest ingredients and unique baking technology, simply top, bake and serve.

For a complete list of products and specifications, see **page 42**.



WHOLE GRAIN RICH PARBAKED CRUSTS

Made with 51% whole grains and ready to top, bake and serve hungry students.



PARBAKED CRUSTS

Available in the most popular sizes and shapes, including traditional, thin and raised edge solutions.

HEART-SHAPED PARBAKED CRUST

You'll love this ready-to-go, Instagrammable solution for seasonal LTOs.



BETTER-FOR-YOU OPTIONS WITH *the very best taste.*



THE RIGHT CHOICE FOR YOU:

- If you want to meet the trend of 33% of consumers increasing their plant-based consumption in the upcoming year.¹
- If you want to meet the trend of 30% of consumers following a gluten-free diet.²
- If you want to meet the trend of 39% of consumers expressing a desire to eat more vegan foods.³
- If you need more solutions to drive traffic with on-trend, exciting eating experiences — that are easy to execute.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**

A SIDE-BY-SIDE COMPARISON FOR BITE-TO-BITE SATISFACTION.

Treat your customers to a wide range of better-for-you options without sacrificing taste, quality or experience. Our portfolio offers all the sizes, shapes and thickness to satisfy every craving. Whether your customers are hungry for vegan, gluten-free, or plant-based products for their next family dinner, quick snack, or ongoing specific dietary needs, we've got all your crust options covered.



ALL ABOUT THE	BETTER-FOR-YOU CLASSIC THIN CRUST	BETTER-FOR-YOU NEW THICKER CRUST
TASTE	<ul style="list-style-type: none"> • Subtle cauliflower flavor with Italian seasoning and hints of mozzarella 	<ul style="list-style-type: none"> • Subtle cauliflower flavor, unseasoned
APPEARANCE	<ul style="list-style-type: none"> • Ultra-thin crust • Great for lighter toppings • Flat edge crust • Golden brown color, with toasted cheese marked 	<ul style="list-style-type: none"> • Thicker crust for a more traditional pizza • Holds up to heavier, more indulgent toppings • Flat edge and raised edge (in round only) crusts available • Light brown, with minimal browning when baked
TEXTURE	<ul style="list-style-type: none"> • Crispy outside bite with a slightly chewy center • Minimal cell structure • Pliable before baking 	<ul style="list-style-type: none"> • Lightly crispy outside and soft inside • More cell structure
SIZES	<ul style="list-style-type: none"> • Round – 7.5", 10", 11.75", 14" • Non-Standard – 12"x5" 	<ul style="list-style-type: none"> • Round – 10", 12" • Non-Standard – 7"x9"
VERSATILITY	<ul style="list-style-type: none"> • Perfect for salad bowls, appetizers, dippers, sandwich carriers, paninis, wraps, and more 	<ul style="list-style-type: none"> • Try using the 7"x9" crust as a true Detroit style or as a pan crust

NO GLUTEN? *no problem.*

Bring certified gluten-free pizza to your tables – safely and easily. Rich's vast and versatile, freezer-to-oven Gluten-Free Crusts deliver traditional pizza taste and texture without the gluten. From everyday classics to regional favorites, we have the solutions to ensure no one is left out of pizza night.

For a complete list of products and specifications, see **page 43**.



TRADITIONAL GLUTEN-FREE PARBAKED CRUST

Fill the void in menus offering free-from options without sacrificing on taste.



GLUTEN-FREE DETROIT STYLE CRUST

Thick, airy, crispy, delicious – and gluten-free! Make Motor City style your own.



FLAT EDGE GLUTEN-FREE PARBAKED CRUST

Enjoy our vegan pizza crust, perfectly balanced with a crispy exterior and a soft interior.



RAISED EDGE GLUTEN-FREE PARBAKED CRUST

Indulge in our thick, vegan pizza crust that perfectly emulates the taste of traditional pizza.

REAL VEGGIES. REAL PIZZA.

real easy.

Our industry-unique portfolio of Plant-Based Pizza Crust offers the most delicious and innovative plant-based solutions in the market. Always containing vegetables as one of the top three ingredients, harness the momentum with great-tasting, plant-based solutions with a simple, flexible, freezer-to-oven format.

For a complete list of products and specifications, see **page 43**.



GLUTEN-FREE CAULIFLOWER FLAT EDGE CRUST

Vegan crust packed with on-trend cauliflower to deliver a deliciously authentic pizza-eating experience without the guilt.



GLUTEN-FREE CAULIFLOWER RAISED EDGE CRUST

Soft, thicker vegan and gluten-free crust that holds all your favorite indulgent toppings, making every bite a flavorful delight.



GLUTEN-FREE CAULIFLOWER PINSA

Handcrafted with a blend of rice flour, buckwheat flour and cauliflower, and features a unique fermentation process that creates a soft, airy interior and a delightful crunch on the outside.



GLUTEN-FREE SEASONED CAULIFLOWER CRUST

Ultra-thin, crispy crust that offers a deliciously light and satisfying base for all your favorite toppings.



GLUTEN-FREE SEASONED CAULIFLOWER FLATBREAD

Take pizza, sandwiches, apps and more to the next level with a fresher, lighter bite.

FULLY TOPPED

pizza portfolio.



THE RIGHT CHOICE FOR YOU:

- If you have limited space and unskilled labor.
- If you want to create your own signature pizza by adding additional toppings that fit your menu.
- If you're looking for a single step pizza solution.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**



SIMPLY CHEESE / PEPPERONI PIZZA

Cheese available in 14" and 16",
Pepperoni available in 14".



FLATBREAD PIZZAS

Rustic Oval Flatbread base achieves a
crunchy ultra-satisfying bite. Available
in Pepperoni, Buffalo Chicken, and Meat
Trio varieties that are ready for retail.



CHEESY PULL APART FLATBREAD

Soft pull apart flatbread sticks
pre-topped with cheese and herbs.
Available in bulk and retail ready.

EASY EATS.

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

For a complete list of products and specifications, see **page 43**.

PERSONAL PIZZA

Personal pies, ready to bake and
serve. Choose from our 7" Cheese,
Pepperoni and Meat Lovers.





THE RIGHT CHOICE FOR YOU:

- If you want to meet the trend for flatbread menu options¹ and satisfy demands for fresh, customizable and better-for-you options.
- If you want to menu a multitude of morsels with a single product – from breakfast griddles and sandwich carriers to pizza appetizers and baked desserts.
- If you want to save on labor, time and waste with the parbaked ease of flatbreads.



**MINIMAL HANDLING
REQUIRED**



**NO THAWING
REQUIRED**



**NO PROOFING
REQUIRED**

GLOBALLY INSPIRED.

With Rich's globally inspired flatbreads, you can take consumers on a culinary safari, full of face-to-face meetings with exotic aromas and old-world flavor sightings. And all of it with a higher profit margin. Each of our globally-inspired flatbreads arrives with boundless creative potential – no extra labor or expertise required.

For a complete list of products and specifications, see **page 42**.



LAVASH

Extra thin cracker bread, ideal for pizza apps, wraps and sandwich pinwheels.



RUSTIC OVAL FLATBREAD

With a soft, chewy bite, the Rustic Oval brings versatility to your menu – can be used for sandwiches, wraps, pizza and more.

ORIGINAL TEARDROP NAAN

Made with traditional ingredients and baking processes for authentic taste, longer-bite texture and charred appearance.



PRODUCTS AND SPECIFICATIONS

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
PIZZA DOUGH BALLS			
TRADITIONAL			
34606	5 oz Traditional Pizza Dough Ball	96/5	180
16432	9 oz Traditional Pizza Dough Ball	48/9	180
16440	13 oz Traditional Pizza Dough Ball	36/13	180
16459	16 oz Traditional Pizza Dough Ball	30/16	180
06752	19 oz Traditional Pizza Dough Ball	24/19	180
06138	23 oz Traditional Pizza Dough Ball	24/23	180
06760	26 oz Traditional Pizza Dough Ball	20/26	180
DOUBLE ZERO 'OO' STYLE FLOUR			
16804	Double Zero 'oo' Style Flour Pizza Dough Ball	60/8	180
ARTISAN (IW)			
11269	18 oz Artisan Pizza Dough Ball	24/18	120
ROMAN STYLE			
23468	23 oz Roman Style Pizza Dough Ball	24/23	150
PROOF AND BAKE SHEETED PIZZA DOUGH			
TRADITIONAL			
16387	7" Proof and Bake Sheeted Pizza Dough	96/5.5	180
35060	10" Proof and Bake Sheeted Pizza Dough	50/10	180
35078	12" Proof and Bake Sheeted Pizza Dough	36/14	180
34630	14" Proof and Bake Sheeted Pizza Dough	28/19	180
16416	14" Thick Proof and BakeSheeted Pizza Dough	24/26	180
35086	16" Proof and Bake Sheeted Pizza Dough	20/26	180
35300	12" x 16" Proof and Bake Sheeted Pizza Dough	22/24	180
WHOLE GRAIN			
00577	5" Whole Grain Proof and Bake Sheeted Pizza Dough	150/2.5	150
09718	16" Whole Grain Proof and Bake Sheeted Pizza Dough	24/20	150
11108	12" x 16" Whole Grain Proof and Bake Sheeted Pizza Dough	20/27	150

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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READY-TO-STRETCH SHEETED PIZZA DOUGH (REFRIGERATOR TO OVEN)

17090	Ready-To-Stretch Individual Sheeted Pizza Dough	80/6	150
17095	Ready-To-Stretch Large Sheeted Pizza Dough	20/22	150

FRESH 'N READY™ OVEN RISING SHEETED PIZZA DOUGH (FREEZER TO OVEN)

17040	16" Fresh 'N Ready™ Thin Oven Rising Sheeted Pizza Dough	24/22	135
17673	16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough With Sauce Ring	20/27.5	135
07386	7" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	72/6.6	135
06642	10" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	50/12	135
07366	12" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	24/16.6	135
07367	14" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/25	135
03604	16" Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.5	135
15783	16" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.5	135
08848	12" x 15" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough	20/29.2	135
17015	16" Fresh 'N Ready™ Whole Grain Oven Rising Sheeted Pizza Dough	20/21.5	135
21973	Fresh 'N Ready™ Whole Grain Rich Individual Sheeted Pizza Dough	120/3.25	135
22042	16" Fresh 'N Ready™ Whole Grain Rich Oven Rising Sheeted Pizza Dough with Sauce Ring	20/27.5	135
24281	14" Docked Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough with Sauce Ring	20/25	135

AUTHENTICALLY ITALIAN PORTFOLIO

23992	7" x 11" Oval Pinsa	12/8.1	365
23993	12" Round Pinsa	22/8.8	365
24061	Gluten-Free Cauliflower Pinsa	24 /7.5	240
23468	23 oz Roman Style Pizza Dough	24/23	150
16804	8 oz Pizza Dough Ball Made with Double Zero 'oo' Style Flour	60/8	180
23965	16" Double Zero 'oo' Style Parbaked Pizza Crust	12/24	365
23966	14" Double Zero 'oo' Style Parbaked Pizza Crust	14/18	365
23967	12" Double Zero 'oo' Style Parbaked Pizza Crust	24/13	365

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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PARBAKED

TRADITIONAL

84929	7" Traditional Parbaked Pizza Crust	72/3.5	365
84902	12" Traditional Parbaked Pizza Crust	20/10	365
03156	14" Traditional Parbaked Pizza Crust	16/14	365
03507	16" Traditional Parbaked Pizza Crust	14/18	365
84865	12" x 16" Traditional Parbaked Pizza Crust	16/17	365
84988	10" Thin Parbaked Pizza Crust	40/5.5	365
84970	12" Thin Parbaked Pizza Crust	24/8	365
03509	16" Thin Parbaked Pizza Crust	16/14	365
19406	7" Raised Edge Parbaked Pizza Crust	48/4.7	365
19414	10" Raised Edge Parbaked Pizza Crust	20/9	365
19422	12" Raised Edge Parbaked Pizza Crust	20/13.5	365
19449	14" Raised Edge Parbaked Pizza Crust	12/19	365
19465	16" Raised Edge Parbaked Pizza Crust	10/22.5	365
03198	12" x 16" Raised Edge Parbaked Pizza Crust	14/20	365
27467	Hand Tossed 8" Parbaked Pizza Crust	48/6	365
04647	14" White Wheat Parbaked Pizza Crust	12/18	365
21962	10" Extra Thin Parbaked Pizza Crust	80/3.5	365
21961	12" Extra Thin Parbaked Pizza Crust	40/5	365
21957	16" Extra Thin Parbaked Pizza Crust	40/9	365
17111	4.5" X 9" Pull Apart Flatbread	32/7.0	365
15471	7" Rustic Parbaked Pizza Crust	48/4.6	365
24801	10" Rustic Parbaked Pizza Crust	24/10	365
15472	12" Rustic Parbaked Pizza Crust	24/13	365
15473	14" Rustic Parbaked Pizza Crust	14/18	365
15474	16" Rustic Parbaked Pizza Crust	12/24	365

WHOLE GRAIN

14006	16" Whole Grain Rich Parbaked Pizza Crust	18/17	270
14007	12" x 16" Whole Grain Rich Parbaked Pizza Crust	16/17	270

FLATBREADS

01104	7" x 6.75" Chipotle Seasoned Oven Fired Flats	120/3.9	365
01945	6.75" x 6.75" Herb Oven Fired Flats	120/3.3	365
01946	6.75" x 6.75" Plain Oven Fired Flats	120/3.3	365
02946	14" x 14" Plain Oven Fired Flatbread	40/12	365
00809	10" Oven Fired Flatilla	120/2.8	365
14010	6" x 6" 2 oz EQ WGR Oven Fired Flatbread	192/2.2	365
06423	12" x 12" Extra Thin Oven Fired Flatbread	144/2.75	270
00828	4" WGR Mini Flat	192/.99	365
16203	12.5" x 7.5" Teardrop Naan	48/5.3	180
27501	6" Parbaked Focaccia Bread	80/4	270
15100	9.5" x 7.5" Original Teardrop Naan	48/4	365
15101	8" x 11" Lavash	48/3.76	365

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/SIZE (OZ)	SHELF LIFE (DAYS)
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BETTER FOR YOU: GLUTEN-FREE AND PLANT-BASED

GLUTEN-FREE PARBAKED

20914	7.5" Gluten-Free Seasoned Cauliflower Crust	40/3.5	240
24061	Gluten-Free Cauliflower Pinsa	24/7.5	240
11819	10" Gluten-Free Seasoned Cauliflower Crust	24/5.2	240
20371	11.75" Gluten-Free Seasoned Cauliflower Crust	24/7.3	240
22424	12" x 5" Gluten-Free Seasoned Cauliflower Flatbread	24/5.5	240
18954	14" Gluten-Free Seasoned Cauliflower Crust	24/11.8	240
11823	10" Gluten-Free Broccoli and Cheddar Crust	24/5.4	240
23496	10" Gluten-Free Parbaked Pizza Crust (in a pan)	24/7.8	270
19910	10" Gluten-Free Wrap	72/2.3	240

VEGAN GLUTEN-FREE PARBAKED

17185	10" Gluten-Free Vegan Cauliflower Crust	24/5.4	360
17186	14" Gluten-Free Vegan Cauliflower Crust	24/11.8	360
20981	7" x 9" Gluten-Free Detroit Style Pizza Crust (Vegan)	20/9	365
20970	10" Gluten-Free Traditional Pizza Crust (Vegan)	24/8.5	365
20972	10" Gluten-Free Traditional Raised Edge Pizza Crust (Vegan)	20/11	365
20977	12" Gluten-Free Traditional Pizza Crust (Vegan)	20/12	365
20979	12" Gluten-Free Traditional Raised Edge Pizza Crust (Vegan)	12/15	365
20982	10" Gluten-Free Cauliflower Pizza Crust (Vegan)	24/8.5	365
20984	10" Gluten-Free Cauliflower Raised Edge Pizza Crust (Vegan)	20/11	365
20986	12" Gluten-Free Cauliflower Pizza Crust (Vegan)	20/12	365
20987	12" Gluten-Free Cauliflower Raised Edge Pizza Crust (Vegan)	20/14	365

FULLY TOPPED

PIZZA

20855	7" Cheese Pizza	20/7.6	240
25033	7" Pepperoni Pizza	10/27.9	240
20856	7" Meat Lovers Pizza	20/8.45	240
22179	14" Cheese Pizza	10/26.2	240
25033	14" Pepperoni Pizza	10/27.9	240
20595	16" Cheese Pizza	8/35.84	240
21215	Ready 4.5" x 9" Cheesy Pull Apart Flatbread	24/9.675	270
21216	4.5" x 9" Cheesy Pull Apart Flatbread	24/9.68	270

FLATBREADS

23411	Meat Trio Flatbread Pizza	10/10.45	240
23412	Pepperoni Pizza Flatbread	10/9.73	240
23413	Buffalo Chicken Style Flatbread Pizza	10/9.8	240

LET'S
get started.



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