



CLASSIC. CREAMY. CRAVEABLE.

RICH'S CHEESECAKE PORTFOLIO

Cheesecake is classic. It's a treat we all grew up on, triggering our desire for comfort and nostalgia. Cheesecake is consistent. Craved year round, cheesecake is not tied to any season, yet easily transforms into a seasonal offering with fruit, spices and themed garnishes. And with Rich's, cheesecake is simple. Our expansive, fully baked portfolio features a variety of flavors, formats, sizes and packaging options to thread the needle for any operation.

Let's get cheesy.



52%

CONSUMERS WHO'VE
EATEN CHEESECAKE AT
LEAST ONCE IN THE
PAST MONTH.

SNAP! Datassential
Desserts Keynote, 2023

\$26.64B

ESTIMATED
CHEESECAKE MARKET
IN 2030, GROWING
AT A CAGR OF 4%
FROM 2024-2030.

IndustryARC™, 2024

62%

CONSUMERS WHO
EAT DESSERT EVERY
DAY OR SEVERAL
TIMES A WEEK.

SNAP! Datassential
Desserts Keynote, 2023



9" CHEESECAKES

FLAVOR PROFILE IS THE MOST IMPORTANT
FACTOR IN CHEESECAKE SELECTION.

SNAP! Datassential Desserts Keynote, 2023

Our most popular size also features our widest variety of flavors and formats. Select from pre-sliced classics you can sell as the full cake or single slices, variety cheesecakes presenting four flavors so everyone gets their favorite – creamstyle, unsliced, homestyle and so many more.

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN)
00221	<i>Jon Donaire</i>	<u>Jon Donaire 9" Classic Cheesecake 16-Slice</u>		6/40	365
00222	<i>Jon Donaire</i>	<u>Jon Donaire 9" Variety Cheesecake 16-Slice</u>		6/40	365
00223	<i>Jon Donaire</i>	<u>Jon Donaire 9" Strawberry Swirl Cheesecake 16-Slice Creamstyle</u>		6/40	365
00225	<i>Jon Donaire</i>	<u>Jon Donaire 9" Fruit Variety Cheesecake 16-Slice Creamstyle</u>		6/40	365
00299	<i>Jon Donaire</i>	<u>Jon Donaire 9" Chocolate Variety Cheesecake 16-Slice Creamstyle</u>		6/40	365
49572	<i>Jon Donaire</i>	<u>Jon Donaire 9" Variety Cheesecake 12-Slice</u>		4/56	365
61027	<i>Jon Donaire</i>	<u>Jon Donaire 9" Strawberry Swirl Cheesecake 12-Slice Baked New York Style</u>		4/56	365
61034	<i>Jon Donaire</i>	<u>Jon Donaire 9" Fruit Variety Cheesecake 12-Slice</u>		4/56	365
61047	<i>Jon Donaire</i>	<u>Jon Donaire 9" Cheesecake 10-Slice Big New Yorker</u>		4/80	365
66900	<i>Jon Donaire</i>	<u>Jon Donaire 9" White Choc Flvrd Raspberry Cheesecake - 12-Slice Baked NY Style</u>		4/56	365
66910	<i>Jon Donaire</i>	<u>Jon Donaire 9" Homestyle Cheesecake - Uncut</u>		8/48	365
01341	RICH'S	<u>9" Monster New York-Style Cheesecake 14-Slice</u>		2/98	365



10" CHEESECAKES

47%

OF CHEESECAKE OCCASIONS ARE FROZEN THAW-AND-SERVE OR FRESH FROM A SUPERMARKET BAKERY.

SNAP! Datassential Desserts Keynote, 2023

Go big and bring home the profits. Our 10" cheesecakes include 16 generous slices and give you the option of three classic formats — New York Style, Creamstyle or Ricotta.

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	CASE/ SIZE (OZ)	SHELF LIFE (DAYS, FROZEN)
29612		10" Ricotta Torciglioni Cheesecake		2/96	365
23249		10" Limoncello Ricotta Cheesecake		2/90	365
23186		10" Chocolate Chip Cannoli Cheesecake		2/90	365
23185		10" Red Velvet Ricotta Cheesecake		2/90	365
31785		Jon Donaire 10" Creamstyle Cheesecake 16-Slice		4/64	365
35885		Jon Donaire 10" Cheesecake 16-Slice Baked NY Style		4/80	365



6" & 7" CHEESECAKES

63%

OF CONSUMERS HAD A DESSERT WITHIN THE PAST DAY.

Datassential Desserts Keynote, 2023

Smaller occasions still deserve a treat with big-time flavor. Our 6" Funfetti® Cheesecake makes any moment magical with colorful candy bits and creamy, birthday cake flavor, drizzled with decorative cream cheese icing. Our 7" unsliced cheesecakes in timeless flavors are perfect for consumers looking to bring home the centerpiece of at-home celebrations.

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	CASE/ SIZE (OZ)	SHELF LIFE (DAYS, FROZEN)
22595		Funfetti® 6" Fully Finished Cheesecake*		8/24	365
63895		Jon Donaire 7" Cheesecake Uncut NY Style		6/28	365
23932		Our Specialty Treat Shop. 6" Gingerbread Cheesecake**		8/24	365
23931		Our Specialty Treat Shop. 6" Sea Salt Caramel & Chocolate Cheesecake**		8/24	365

*Available for retail sales only. **Seasonal availability only.



PORTIONED CHEESECAKES

44%

OF DESSERT CONSUMERS SAY INDIVIDUAL PORTION SIZE IS AN IMPORTANT FACTOR IN DESSERT SELECTION.

Datassential Desserts Keynote, 2023

Treat yourself (and maybe a friend) with our retail-ready, individually wrapped or twin pack cheesecake slices, or our tray-packed, ready-to-serve mini cheesecakes. More and more shoppers are heading to the bakery. Offer instant indulgence with zero time or labor on your end with our portioned offerings in the most popular flavors.

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	CASE/ SIZE (OZ)	SHELF LIFE (DAYS, FROZEN)
22596		Funfetti® Cheesecake Single Slice*		24/3.25	365
23930		Funfetti® Mega Cheesecake Slice		8/7.5	365
61018		Jon Donaire Oreo Cheesecake Single Slice		24/3.25	365
61053		Jon Donaire Baked New York Style Cheesecake Single Slice		24/3.5	365
61054		Jon Donaire Strawberry Swirl Cheesecake Single Slice		48/3.5	365
22156		Our Specialty Treat Shop Plain Mega Cheesecake Slice		8/7.5	365
22157		Our Specialty Treat Shop Strawberry Swirl Mega Cheesecake Slice		8/7.5	365
22158		Our Specialty Treat Shop Made With Oreo Mega Cheesecake Slice		8/7.5	365
24303		Rich's Plain Mini Cheesecake		36/3	365
24304		Rich's Chocolate Mini Cheesecake		36/3	365

*Available for retail sales only.

THE INNER CIRCLE. GET TO KNOW OUR CHEESECAKE BRANDS.



Where dessert meets luxury, Jon Donaire® cakes are made with quality inclusions and delicately decorated. Discover numerous flavors, from traditional to seasonal, to variety cakes — perfect for in-store bakeries.



Carrying our family stamp of approval, Rich's brand cheesecakes are ideal for foodservice back-of-house operations who want to add classic appeal to their dessert menu.



Our Specialty Treat Shop™ makes the moment, giving consumers an excuse to hit pause and crush the craving with retail-ready, individually wrapped, irresistible indulgences.



For more than 30 years, Funfetti® has put the fun into your celebrations. A surprising sprinkle of color brings happiness and excitement to transform any occasion – big or small, birthday or week day – into a special, fun-filled memory with fully finished cheesecakes.

PACKAGING KEY

However you prefer to slice it, we're proud to offer an array of packaging options to meet your operational needs.



CARTON



BASE & DOME



IW BASE & DOME



IW PORTION PACKS



TRAY PACKED



INFINITE POSSIBILITIES.
ONE FAMILY.

Learn more at richsusa.com

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