



A CAKE FOR EVERY OCCASION.

RICH'S SIGNATURE READY AND FULLY FINISHED CAKES

Birthdays. Holidays. Anniversaries. An everyday treat. Or simply self-care. Cakes are a favorite part of every occasion or celebration. And now, the celebratory centerpiece is more convenient than ever with Rich's Fully Finished, Ready-to-Finish, and Signature Ready Cakes. Deliver from-scratch quality without significant time or labor. Ready to thaw and thrill, our dessert and celebration cakes come in a variety of trusted and on-trend flavors and sizes, decorated or ready-to-finish, allowing you to create the perfect cake program for every occasion.



CAKE IS
CONSIDERED
SUITABLE YEAR
ROUND BY

78%

OF CONSUMERS.

SNAP! Datassential
Desserts Keynote, 2023

TAKE THE CAKE.



86% of consumers love or like cake.
SNAP! Datassential, 2025

A HANDLING CAKEWALK.

Our Fully Finished Cakes are fully baked, iced and decorated – a simple thaw will do the trick! No skilled labor required. Many cakes are available with either pre-applied labels or sheeted labels in the case. Our Signature Ready Cakes are base iced, offering a blank creative canvas for premium, distinct designs and special occasion centerpieces. Save time on the basics and use your limited labor where you'll get the most credit with consumers – on stunning, fresh designs.

VIBRANT VARIETY.

Satisfy every cake craving with trusted core and on-trend flavors. Plus, meet a diverse range of needs and occasions with 5", 7" and 8" sizes, single and double layer varieties, ¼ sheet cakes, mini cakes, portioned cake squares, moussecakes, tortes and decadent towering cakes – available with a variety of icings, designs and garnishes – from sprinkles to cake crumbs and more!

CAKES THAT TOP ALL.

Stunning, moist and absolutely delicious! Our best-in-class baking, decorating and freezing processes ensure the freshest Fully Finished, Ready-to-Finish, and Signature Ready Cakes that top the competition in taste, texture and appearance.

BRAND KEY



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.



Carrying our family stamp of approval, Rich's brand cakes are ideal for those looking to add deliciously classic appeal to their dessert offerings.



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



Funfetti® has put the fun into celebrations for over 30 years, transforming any occasion into a magical, fun-filled memory with each bite of colorful, baked-in Funfetti® surprise.

Funfetti is a trademark of Hometown Food Company, used under license.

PACKAGING KEY



CLAMSHELL



BASE & DOME



CORRUGATED BOX WITH PLASTIC OVERWRAP



RETAIL-FACING CARTON

LABELS KEY


















































































































LABELS IN CASE



LABELS ATTACHED

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	LABELS	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN/ REFRIGERATED/ AMBIENT)
4" MINI CAKES						
25998	RICH'S	4" Double Layer Carrot Mini Cake			8/5.5	365/8/5
25999	RICH'S	4" Double Layer Double Chocolate Mini Cake N&A Flavored**			8/5.5	365/8/5
26000	RICH'S	4" Double Layer Lemon Blueberry Mini Cake Naturally Flavored			8/5.5	365/8/5
26001	RICH'S	4" Double Layer Vanilla Bean Mini Cake N&A Flavored**			8/5.5	365/8/5
5" DOUBLE LAYER DESSERT CAKES						
25817	RICH'S	5" Double Layer Toasted Coconut Cake Artificially Flavored			6/15	365/5/5
25818	RICH'S	5" Double Layer Carrot Cake			6/17	365/5/5
25819	RICH'S	5" Double Layer Chocolate Cake N&A Flavored**			6/16	365/5/5
25820	RICH'S	5" Double Layer Cookies & Creme Cake			6/14	365/5/5
25821	RICH'S	5" Double Layer White Cake			6/16	365/5/5
19291		Vanilla Celebration White Cake with Vanilla Buttercream Icing Artificially Flavored			6/15.5	365/8/8
19289		Chocolate Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**			6/15.5	365/8/8
7" DOUBLE LAYER DESSERT CAKES						
11713	RICH'S	Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			4/33	365/5/5
11171	RICH'S	Double Chocolate Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**			4/31.5	365/5/5
11196	RICH'S	Carrot Carrot Cake with Cream Cheese Icing			4/42.5	365/5/5
10967	RICH'S	Red Velvet Red Velvet Cake with Cream Cheese Icing			4/33	365/5/5
10964	RICH'S	Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			4/28	365/5/5
10965	RICH'S	Coconut White Cake with Whipped Icing & Real Coconut Shavings			4/28	365/5/5
10966	RICH'S	Golden Chocolate Yellow Cake with Chocolate Buttercream Icing			4/33	365/5/5

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	LABELS	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN/ REFRIGERATED/ AMBIENT)
7" DOUBLE LAYER DESSERT CAKES (CONTINUED)						
11186		German Chocolate Chocolate Cake with Chocolate Buttercream Icing & Golden Brown Coconut Filling N&A Flavored**			4/35	365/5/5
16536		Sinfully White White Cake with Cream Cheese Icing			4/34	365/8/5
16537		Sinfully Chocolate Chocolate Cake with Chocolate Cream Cheese Icing N&A Flavored**			4/33	365/8/5
8" SINGLE LAYER DESSERT CAKES						
15645		Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			6/25.5	365/5/5
11197		Double Chocolate Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**			6/24	365/5/5
11204		Carrot Carrot Cake with Cream Cheese Icing			6/30	365/5/5
15633		Carrot Carrot Cake with Cream Cheese Icing			6/30	365/5/5
11198		Red Velvet Red Velvet Cake with Cream Cheese Icing			6/26.5	365/5/5
15634		Red Velvet Red Velvet Cake with Cream Cheese Icing			6/26.5	365/5/5
15045		Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			6/18.5	365/7/5
15637		Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			6/18.5	365/7/5
15640		Coconut Yellow Cake with Whipped Icing and Real Coconut Shavings			6/18.5	365/5/5
11202		German Chocolate Chocolate Cake with Chocolate Buttercream Icing & Golden Brown Coconut Filling N&A Flavored**			6/27	365/5/5
8" DOUBLE LAYER VARIETY DESSERT CAKES						
15523		Variety Cake Caramel, Red Velvet, Carrot, Chocolate N&A Flavored**			4/46	365/8/5
17137		Variety Cake Caramel, Red Velvet, Carrot, Chocolate N&A Flavored**			4/46	365/8/5
01650		Chocolate Variety Cake Chocolate Cake with Fudge Icing, Chocolate Cake with Chocolate Cream Cheese Icing, Chocolate Cake with Cream Cheese Icing, Yellow Cake with Chocolate Buttercream Icing N&A Flavored**			4/42	365/8/5
17515		Chocolate Variety Cake Chocolate Cake with Fudge Icing, Chocolate Cake with Chocolate Cream Cheese Icing, Chocolate Cake with Cream Cheese Icing, Yellow Cake with Chocolate Buttercream Icing N&A Flavored**			4/42	365/8/5
01441		Black & White Variety Cake Chocolate Cake with Chocolate Cream Cheese Icing, White Cake with Cream Cheese Icing N&A Flavored**			4/42	365/8/5
17516		Black & White Variety Cake Chocolate Cake with Chocolate Cream Cheese Icing, White Cake with Cream Cheese Icing N&A Flavored**			4/42	365/8/5
12567*		Spring/Summer Variety Cake Lemon, Strawberry, Carrot, White N&A Flavored**			4/43	450/8/5
20388*		Spring/Summer Variety Cake Lemon, Strawberry, Carrot, White N&A Flavored**			4/43	450/8/5
01126*		Fall Variety Cake Caramel, Pumpkin, Chocolate, Carrot N&A Flavored**			4/46	450/8/5
20664*		Fall Variety Cake Caramel, Pumpkin, Chocolate, Carrot N&A Flavored**			4/46	450/8/5
8" DOUBLE LAYER DESSERT CAKES						
11206		Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			4/45	365/5/5
17136		Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			4/45	365/5/5
15961		Double Chocolate Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**			4/44	365/8/5
15960		Carrot Carrot Cake with Cream Cheese Icing			4/51	365/8/5
15962		Red Velvet Red Velvet Cake with Cream Cheese Icing			4/43	365/8/5
11217		Golden Chocolate Yellow Cake with Chocolate Buttercream Icing			4/45	365/5/5
17134		Golden Chocolate Yellow Cake with Chocolate Buttercream Icing			4/45	365/5/5
15959		Caramel Caramel Cake with Caramel Buttercream Icing N&A Flavored**			4/44	365/8/5
DECORATED 1/4 SHEET CAKES						
11292		Yellow Cake with Vanilla Buttercream Icing, Finished with Pastel Sequins N&A Flavored**			4/47	365/5/5
23626		Yellow Cake with Vanilla Buttercream Icing, Finished with Red Rose Design N&A Flavored**			4/48	365/5/5
23624		Yellow Cake with Vanilla Buttercream Icing, Finished with Blue and White Dot Border N&A Flavored**			4/50	365/5/5
07754		Yellow Cake with Whipped Icing, Finished with Pastel Sequins and Multi-Colored Icing Drizzle			4/36.5	365/5/5
03957		Yellow Cake with Whipped Icing, Finished with Pink Flower Design			4/38	365/5/5
22921		White Confetti Cake with Vanilla Buttercream Icing, Finished with Multi-Color Sprinkles N&A Flavored**			4/50	365/5/5

PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	LABELS	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN/ REFRIGERATED/ AMBIENT)
DECORATED ¼ SHEET CAKES (CONTINUED)						
23625		Chocolate Cake with Chocolate Buttercream Icing, Finished with Chocolate Curls N&A Flavored**			4/52	365/5/5
07759		Chocolate Cake with Chocolate Whipped Icing, Finished with Chocolate Curls N&A Flavored**			4/36.5	365/5/5
11287		Yellow Marble Cake with Whipped Icing, Finished with Balloon Design			4/37	365/5/5
04325		Yellow Marble Cake with Whipped Icing, Finished with Pastel Sequins and Multi-Colored Icing Drizzle			4/38	365/5/5
MULTI-LAYERED ¼ SHEET CAKES						
25273		Double Chocolate Multi-Layer ¼ Sheet Cake		N/A	6/91.01	365/5/5
25274		Neapolitan Multi-Layer ¼ Sheet Cake		N/A	6/89.4	365/5/5
25275		Tuxedo Multi-Layer ¼ Sheet Cake		N/A	6/87.48	365/5/5
SIGNATURE READY BASE ICED CAKES						
49730		¼ Sheet Yellow Cake with Vanilla Buttercream Icing N&A Flavored**		N/A	8/41.75	365/5/5
01815		¼ Sheet Yellow Cake with Whipped Icing		N/A	8/33.25	365/5/5
49726		¼ Sheet Chocolate Cake with Vanilla Buttercream Icing N&A Flavored**		N/A	8/42.75	365/5/5
01813		¼ Sheet Chocolate Cake with Whipped Icing N&A Flavored**		N/A	8/33.25	365/5/5
20384		¼ Sheet Chocolate Cake Bavarian Filled with Chocolate Buttercream Icing N&A Flavored**		N/A	4/63	365/5/5
20385		¼ Sheet Chocolate Cake Filled with Chocolate Buttercream, with Chocolate Buttercream Icing N&A Flavored**		N/A	4/59	365/5/5
20386		¼ Sheet White Cake Bavarian Filled with White Buttercream Icing		N/A	4/63	365/5/5
20387		¼ Sheet White Cake Filled with White Buttercream, with White Buttercream Icing		N/A	4/59	365/5/5
24203		5" White Cake with Vanilla Buttercream N&A Flavored**		N/A	6/16	365/8/5
21577		5" Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**		N/A	6/16	365/5/5
TOWERING CAKES						
18960		Birthday 6 Layer White Confetti Cake with Vanilla Buttercream Icing Naturally Flavored with Other Natural Flavors		N/A	4/95	365/5/5
18961		Chocolate 6 Layer Chocolate Cake with Chocolate Buttercream Icing		N/A	4/98	365/5/5
18959		Carrot 3 Layer Carrot Cake with Cream Cheese Icing		N/A	4/99	180/5/5
18957		Red Velvet 6 Layer Red Velvet Cake with Cream Cheese Icing		N/A	4/106	180/5/5
19408		Coconut 6 Layer Coconut Creme Cake with Coconut Buttercream Icing		N/A	4/96.5	365/5/5
19409		Lemon Blueberry 3 Layer Lemon Creme Cake Studded with Blueberries with Lemon Buttercream Icing Naturally Flavored		N/A	4/92.5	365/5/5
CAKE SQUARES						
26257		Cookies N Crème Chocolate Cake with Cookies N Crème Buttercream N&A Flavored**			8/5.3	365/5/5
08522		Yellow Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			8/6	365/5/5
08523		Double Chocolate Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**			8/6	365/5/5
08520		Carrot Carrot Cake with Cream Cheese Icing			8/6.5	365/5/5
08513		Red Velvet Red Velvet Cake with Cream Cheese Icing			8/5.8	365/5/5
08517		Golden Chocolate Yellow Cake with Chocolate Icing			8/5.8	365/5/5
SPECIALTY CAKES						
70578		8" Single Layer Pineapple Upside Down Cake			6/26	365/5/5
73575		8" Single Layer Split & Filled Boston Creme Cake			6/27	365/5/5
18672		Ready-to-Finish Yogurt Mousse cake		N/A	6/23.5	180/5/0
18686		Ready-to-Finish Chocolate Mousse cake		N/A	6/24	180/5/0
24195		10" 14-Slice Chocolate Mousse cake Round		N/A	4/64	270/5/0
61156		9" 12-Slice Chocolate Overload Torte Round		N/A	4/64	270/5/0
16018		7" Uncut Tiramisu Round			6/22	270/5/0
10310		9" 10-Slice Tiramisu Round		N/A	4/38	270/5/0



INFINITE POSSIBILITIES.
ONE FAMILY.®

To learn more, contact your Rich's rep or visit richsusa.com/dessert-and-celebration-cakes

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*Seasonal Availability Only **N&A Flavored = Naturally and Artificially Flavored