



PIZZA FOR EVERYONE.

RICH'S PLANT-BASED & GLUTEN FREE PIZZA CRUSTS
INSIGHTS • PRODUCT PORTFOLIO • RECIPE INSPIRATION





RICH'S PLANT-BASED & GLUTEN FREE PIZZA CRUSTS

Product Code	Product Description	Case Pack	Unit Weight (oz)	Shelf Life (Days, Frozen)
08955	<u>7.25" Gluten Free Crust</u>	24	4.85	270
11819	<u>10" Gluten Free Seasoned Cauliflower Crust</u>	24	5.2	240
11823	<u>10" Gluten Free Broccoli Cheddar Crust</u>	24	5.4	180
13520	<u>10" Gluten Free Crust</u>	24	7.75	270
17185	<u>10" Gluten Free Vegan Cauliflower Crust</u>	24	5.4	360
17186	<u>14" Gluten Free Vegan Cauliflower Crust</u>	24	11.8	360
18152	<u>10" Gluten Free Zucchini Crust</u>	24	5.3	240
18544	<u>10" Gluten Free Keto Friendly Cauliflower Crust</u>	24	5.4	240
18954	<u>14" Gluten Free Seasoned Cauliflower Crust</u>	24	11.8	240
19910	<u>10" Gluten Free Wrap</u>	12	13.76	240
20027	<u>10" Focaccia Style Gluten Free Pizza Crust</u>	24	11.18	240
20371	<u>11.75" Gluten Free Seasoned Cauliflower Crust</u>	24	7.3	240
20914	NEW! <u>7.5" Gluten Free Seasoned Cauliflower Crust</u>	40	3.5	240
20943	NEW! <u>12 x 5" Gluten Free Seasoned Cauliflower Flatbread</u>	48	5.5	240

FULL OF GOOD STUFF.

TABLE OF CONTENTS

INSIGHTS AND INSPIRATION

Crusts You Can Trust	5
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PRODUCT PORTFOLIO

Gluten Free Pizza Crust	7
Gluten Free Cauliflower Pizza Crust and Flatbread	8
Gluten Free Broccoli Cheddar Pizza Crust	10
Gluten Free Zucchini Pizza Crust	12





CRUSTS YOU CAN TRUST.

INSIGHTS AND INSPIRATION



57%

of consumers are looking to incorporate more fruits and vegetables into their diet¹

282%

increase in Flexitarian consumer preferences in the past 6 years²

32%

of households have a food or allergy intolerance³

23.4%

of menus offer gluten free options⁴

FORMAT	GLUTEN FREE	ON A TIN	VEGAN	KETO-FRIENDLY	PLANT-BASED	RICH'S CLEAN LABEL
GLUTEN FREE PARBAKED CRUST	✓	Options Available				Baseline
GLUTEN FREE CAULIFLOWER CRUST AND FLATBREAD	✓		Options Available	Options Available	✓	Baseline
GLUTEN FREE BROCCOLI CHEDDAR CRUST	✓				✓	Baseline
GLUTEN FREE ZUCCHINI CRUST	✓				✓	Superior

Vegan. Vegetarian. Flexitarian. Gluten intolerant. Everyone loves pizza night — regardless of their dietary restrictions and preferences. Rich's Plant-Based and Gluten Free pizza crusts open our customers to a wide and growing segment of their market with products that bring food safety, ease of use and premium value.



FREEZER-TO-OVEN

Labor intensive, time consuming and difficult to get right. If you've ever made a plant-based or gluten free crust from scratch, we understand your struggle. That's why Rich's gluten alternative pizza crusts are all FTO-so-easy.



ADD A PREMIUM

Gluten alternative menu items present premium pricing possibilities. Consumers are overwhelmingly willing to pay more for products they perceive as better-for-you. Rich's innovative crusts can help attract new patrons, increase ticket averages and keep consumers coming back.



MEET THE DEMAND

Today's consumers expect to see free-from menu mentions. The demand for gluten free has never been higher, and it continues to grow. In 2019, the gluten free market size was valued at \$4.3 billion, and is estimated to reach \$7.5 billion by 2027⁵. Offering free-from menu options is crucial for meeting consumer demand and satisfying every eater.



GLUTEN FREEDOM

Gluten free foods continue to grow in relevance. Celiac disease affects 1 in every 100⁶ worldwide, and the only treatment is a strict, lifelong gluten free diet. With nearly 1/3 of households dealing with dietary restrictions⁷, decision makers are on the lookout for establishments where the whole family can eat together.



INGREDIENT TRANSPARENCY

All of Rich's Plant-Based and Gluten Free Pizza Crusts meet either our Baseline or Superior Clean Label standards. This means they are free from at least 11 of the most sensitive ingredients, including HFCS, MSG, artificial colors, flavors and sweeteners.

MILLENNIAL MAGNET

The millennial generation indexes high on every statistic relevant to gluten alternative products. Operators need to accommodate their desires to continue to attract this critical consumer segment.

C&U • Fast-Casual • Casual & Family Dining • Local Pizzerias • C-Stores



SPICY BUFFALO CHICKEN PIZZA

GLUTEN FREE PIZZA CRUST

Just what you need. Our heritage gluten free crust is deliciously thin, crispy and full of authentic flavor. Available in a personal 7.25" size as well as 10" for sharing, our original gluten free crusts arrive packaged on a tin to prevent cross-contamination — simplifying your back-of-house while showing your consumers you care about their safety. Our gluten free wraps and focaccia style crusts arrive ready to pull out of the bag and be topped, wrapped or folded any which way for a delicious pizza eating experience that fulfills gluten allergies and gluten free diets. Certified by GFCO (Gluten Free Certification Organization), Rich's Gluten Free Pizza Crusts and Wraps are made with rice flour, tapioca and potato.



FTO



RICH'S BASELINE
CLEAN LABEL



GLUTEN FREE



ON A TIN
(N/A for PC 20027
and PC 19910)

Product Code	Product Description	Product Size	Case Count	Shelf Life (Frozen)	Gross Weight	TI/HI
08955	<u>7.25" Gluten Free Crust</u>	7.25"	24 ct.	270 Days	8.348	10/13
13520	<u>10" Gluten Free Crust</u>	10"	24 ct.	270 Days	13.831	6/17
20027	<u>10" Focaccia Style Gluten Free Pizza Crust</u>	10"	24 ct.	240 Days	11.800	6/9
19910	<u>10" Gluten Free Wrap</u>	10"	12 ct.	240 Days	13.760	8/16



ROASTED CAULIFLOWER AND PESTO PIZZA

GLUTEN FREE CAULIFLOWER PIZZA CRUST AND FLATBREAD



Pizza powered by cauliflower. Our delicious Seasoned Cauliflower cooks, cuts and crunches like a traditional pizza — without the guilt. Our Seasoned Cauliflower Crusts make an ideal base for creative toppings while bringing valuable versatility — to be enjoyed on their own, alongside your favorite dip, as panini carriers and more.



FTO



RICH'S BASELINE
CLEAN LABEL



VERSATILE



GLUTEN FREE



PLANT-BASED

Product Code	Product Description	Product Size	Case Count	Shelf Life (Frozen)	Gross Weight	TI/HL
11819	<u>10" Gluten Free Seasoned Cauliflower Crust</u>	10"	24 ct.	240 Days	8.900	16/10
17185	<u>10" Gluten Free Vegan Cauliflower Crust</u>	10"	24 ct.	360 Days	9.100	16/10
17186	<u>14" Gluten Free Vegan Cauliflower Crust</u>	14"	24 ct.	360 Days	18.700	9/8
18544	<u>10" Gluten Free Keto Friendly Cauliflower Crust</u>	10"	24 ct.	240 Days	9.100	10/8
18954	<u>14" Gluten Free Seasoned Cauliflower Crust</u>	14"	24 ct.	240 Days	18.800	9/8
20371	<u>11.75" Gluten Free Seasoned Cauliflower Crust</u>	11.75"	24 ct.	240 Days	12.150	12/8
20914	<u>7.5" Gluten Free Seasoned Cauliflower Crust</u>	7"	40 ct.	240 Days	9.352	12/10
20943	<u>12 X 5" Gluten Free Seasoned Cauliflower Flatbread</u>	12 X 5"	48 ct.	240 Days	18.000	9/12



TOMATO, BASIL AND CORN PIZZA



VEGGIE FLATBREAD



FIGGY PROSCIUTTO



LOADED VEGETARIAN FLATBREAD APPETIZER



GREEK SALAD PIZZA



BROCCOLI AND CHEDDAR WHITE PIZZA

GLUTEN FREE BROCCOLI CHEDDAR PIZZA CRUST

Few things are better for you than broccoli. Fiber, protein, vitamin C, heart-healthy — the benefits go on and on. Consumers have seen the green light, making broccoli a key nutritional mainstay as they strive to add more plant-based foods to their diets. Made with more than 20% broccoli, Rich's Broccoli Cheddar Pizza Crusts are a premium foundation for a pie you feel good when ordering — and even better after enjoying. With great flavor and texture, these gluten free crusts are easily adaptable to become chips, sandwich carriers, flatbread apps and more.



FTO



RICH'S BASELINE
CLEAN LABEL



VERSATILE



GLUTEN FREE



PLANT-BASED

Product Code	Product Description	Product Size	Case Count	Shelf Life (Frozen)	Gross Weight	TI/HI
11823	<u>10" Gluten Free Broccoli Cheddar Crust</u>	10"	24 ct.	240 Days	9.300	16/9



GRILLED SHRIMP BOWL

GLUTEN FREE ZUCCHINI PIZZA CRUST

Provide a solution for numerous trends while catering to your consumers' dietary restrictions and preferences. This subtly seasoned zucchini crust delivers a thin-style pizza eating experience with a craveable crunch.



FTO



RICH'S SUPERIOR
CLEAN LABEL



VERSATILE



GLUTEN FREE



PLANT-BASED

Product Code	Product Description	Product Size	Case Count	Shelf Life (Frozen)	Gross Weight	TI/HI
18152	<u>10" Gluten Free Zucchini Pizza Crust</u>	10"	24 ct.	240 Days	8.950	16/8



ALL IN.

**ANY QUESTIONS? YOUR GLUTEN ALTERNATIVE
PIZZA EXPERTS ARE HERE TO HELP.**

WWW.RICHSFOODSERVICE.COM
INFINITE POSSIBILITIES. ONE FAMILY.

