

RICH'S PLANT-BASED & GLUTEN FREE PIZZA CRUSTS

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

FULL OF GOOD STUFF.

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INSIGHTS AND INSPIRATION

Crusts You Can Trust

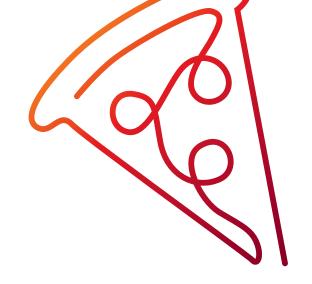
PRODUCT PORTFOLIO

Gluten Free Pizza Crust Gluten Free Cauliflower Pizza Crust and Flatbread Gluten Free Broccoli Cheddar Pizza Crust Gluten Free Zucchini Pizza Crust





CRUSTS YOU CAN TRUST.



INSIGHTS AND INSPIRATION

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

increase in Flexitarian consumer preferences in the past 6 years²

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 100^6 worldwide, and the only treatment is a strict, lifelong gluten free diet. With nearly $\frac{1}{3}$ 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



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.









RICH'S BASELINE



GLUTEN FREE



and PC 19910)

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



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.









RICH'S BASELINE



ASELINE VERS



GLUTEN FREE

Shelf Life



PLANT-BASED

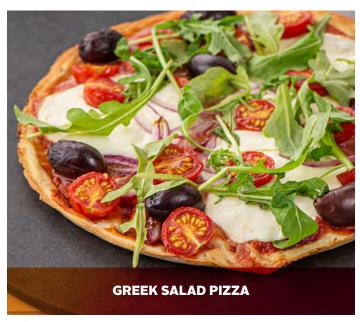
Product Code	Product Description	Product Size	Case Count	(Frozen)	Gross Weight	ті/ні
11819	10" Gluten Free Seasoned Cauliflower Crust	10"	24 ct.	240 Days	8.900	16/10
17185	10" Gluten Free Vegan Cauliflower Crust	10"	24 ct.	360 Days	9.100	16/10
17186	14" Gluten Free Vegan Cauliflower Crust	14"	24 ct.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













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.

10" Gluten Free Broccoli Cheddar Crust









RICH'S BASELINE CLEAN LABEL





Product Code Product Description **Product Size** 10"

Case Count 24 ct.

Shelf Life (Frozen) 240 Davs

Gross Weight 9.300

TI/HI 16/9

10

11823



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.









RICH'S SUPERIOR CLEAN LABEL VERSATILE





PLANT-BASED

Product Code

Product Description

Product Size

Case Count

Shelf Life (Frozen) 240 Days

Gross Weight

TI/HI 16/8

18152 <u>10" Gluten Free Zucchini Pizza Crust</u>

10"

24 ct.

8.950



ALL IN.

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

WWW.RICHSFOODSERVICE.COM INFINITE POSSIBILITIES. ONE FAMILY.

