



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.



\$215M

FROZEN CHEESECAKE MARKET IN 2021, UP \$16.2M FROM THE PREVIOUS YEAR.

Snack Food & Wholesale Bakery's 'Talking Cheesecake Trends' 2022

22%

MILLENNIAL & GEN X BUYERS WHO PURCHASED CHEESECAKE IN THE LAST YEAR.

Snack Food & Wholesale Bakery's 'Talking Cheesecake Trends' 2022

38%

CONSUMERS WHO EAT DESSERT TWICE OR MORE PER WEEK, UP FROM 24% IN 2019.

Technomic Dessert Consumer Report, 2022



9" CHEESECAKES

60%

OF OPERATORS SAY THAT THE DESSERTS THEY OFFER HELP TO DRIVE PROFIT

Datassential SmartBrief, Nov. 2021

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>	Jon Donaire 9" Classic Cheesecake 16-Slice		6/40	365
00222	<i>Jon Donaire</i>	Jon Donaire 9" Variety Cheesecake 16-Slice		6/40	365
00223	<i>Jon Donaire</i>	Jon Donaire 9" Strawberry Swirl Cheesecake 16-Slice Creamstyle		6/40	365
00225	<i>Jon Donaire</i>	Jon Donaire 9" Fruit Variety Cheesecake 16-Slice Creamstyle		6/40	365
00299	<i>Jon Donaire</i>	Jon Donaire 9" Chocolate Variety Cheesecake 16-Slice Creamstyle		6/40	365
49572	<i>Jon Donaire</i>	Jon Donaire 9" Variety Cheesecake		4/56	365
61027	<i>Jon Donaire</i>	Jon Donaire 9" Cheesecake 12-Slice Baked New York Style Strawberry Swirl		4/56	365
61034	<i>Jon Donaire</i>	Jon Donaire 9" Fruit Variety Cheesecake		4/56	365
61047	<i>Jon Donaire</i>	Jon Donaire 9" Cheesecake 10-Slice Big New Yorker		4/80	365
66900	<i>Jon Donaire</i>	Jon Donaire 9" White Choc Flvrd Raspberry Cheesecake - 12-Slice Baked NY Style		4/56	365
66910	<i>Jon Donaire</i>	Jon Donaire 9" Homestyle Cheesecake - Uncut		8/48	365
01341	RICH'S	9" 14-Slice Monster New York-Style Cheesecake		2/98	365



10" CHEESECAKES

\$341.57B

**BAKERY REFRIGERATED
CHEESECAKE SALES IN THE U.S.**

Statista, 2021

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" Cheesecake 16-Slice Ricotta Torciglioni		2/96	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



7" CHEESECAKES

53%

**OF CONSUMERS SAY THAT THEY'VE HAD
DESSERT WITHIN THE PAST DAY.**

Datassential SmartBrief, Nov. 2021

Smaller occasions still deserve a treat with big-time flavor. 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)
63895		Jon Donaire 7" Cheesecake Uncut NY Style		6/28	365
08165		Jon Donaire 7" Baked NY Style Cheesecake		6/28	365



PORTIONED CHEESECAKES

A MAJORITY OF CONSUMER DESSERT PURCHASES ARE MADE AT RETAIL STORES.

Technomic Dessert Consumer Report, 2022

Treat yourself (and maybe a friend) with our retail-ready, individually wrapped or twin pack cheesecake slices. More and more shoppers are heading to the frozen aisle, seeking restaurant-quality desserts at home. 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)
61018		<u>Jon Donaire Oreo Cheesecake Single Slice</u>		24/3.25	365
61053		<u>Jon Donaire Baked New York Style Cheesecake Single Slice</u>		24/3.5	365
61054		<u>Jon Donaire Strawberry Swirl Cheesecake Single Slice</u>		48/3.5	365
61201		<u>Jon Donaire Classic And Strawberry Swirl Cheesecake Twin Pack</u>		12/8	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

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.

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



TWIN PACKS



INFINITE POSSIBILITIES.
ONE FAMILY.

Learn more at richsusa.com
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