



47%

US CONSUMERS
INTERESTED
IN GLOBAL
DESSERTS

Datassential 'World Bites
Global Desserts' 2023

New Traditions On The Go

OUR SPECIALTY TREAT SHOP™ TRES LECHEs STYLE CAKE CUPS

Because we all deserve moments to indulge — even when we're on the move. Our Specialty Treat Shop Tres Leches Style Cake Cups create the perfect excuse to explore global flavors from the comfort of a single-serve cup. Authentic, soaked sponge cake is topped with whipped icing and cake crumbs and features classic flavors like chocolate and strawberry. These portioned perfections are fully finished and retail-ready — a couldn't-be-easier solution for appealing to consumer interest in grab-and-go treats with global yet approachable flavors.

That's culture you can taste.

TRES TIMES THE YUM

\$2.6
TRILLION

**BUYING POWER
OF HISPANICS IN
THE US BY 2025.**

LLYC & Expedition Strategies
'U.S. Hispanics Consumer
Report 2022'



ALREADY READY

Fully baked, finished, and retail-ready with attached labels and eye-catching branding.

INSPIRE CURIOUS CRAVINGS

Single-serve, something-new indulgences inspire grab-and-go impulses.

AUTHENTIC APPEAL

Made-in-Mexico authenticity will satisfy nostalgic traditionalists and flavor explorers alike.

SUPER SAVER

This turnkey, thaw-and-display solution saves you valuable time, labor and space.

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PRODUCT CODE	PRODUCT DESCRIPTION	CASE/PACK (OZ.)	SHELF LIFE FROZEN/ REFRIGERATED/ AMBIENT (DAYS)
22082	Our Specialty Treat Shop Traditional Tres Leches Style Cake Cup	8/6.63	365/10/0
22081	Our Specialty Treat Shop Chocolate Tres Leches Style Cake Cup	8/6.81	365/10/0
22080	Our Specialty Treat Shop Strawberry Tres Leches Style Cake Cup	8/7.09	365/10/0



Our Specialty Treat Shop Traditional Tres Leches Style Cake Cup



Our Specialty Treat Shop Chocolate Tres Leches Style Cake Cup



Our Specialty Treat Shop Strawberry Tres Leches Style Cake Cup



INFINITE POSSIBILITIES.
ONE FAMILY.

Contact your Rich's rep today or visit richsusa.com/hispanic

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