



GO OVER THE TOP.

RICH'S LIMITED SERVICE RESTAURANT BEVERAGE INSPIRATION GUIDE

Beverages drive profit margins, and when you can offer a simple yet irresistible upsell, your beverage program becomes that much sweeter. Our portfolio of On Top® products add joy, visual appeal, stability and menu-wide versatility. Pair them with our f'real Foodservice Blender, and make shakes and smoothies simple.

White Chocolate Hazelnut Frappe
made with f'real Blend & Serve
Coffee Frappe Cup and On Top
Original Whipped Topping



Cold Brew made with
On Top Soft Whip
Pourable Topping



**CAPTURE
THE COLD
BREW CRAZE**

**+142% four year
menu growth
in QSR¹**

POUR IT ON.

Drink foams are expected to continue to climb 16% over the next 4 years.¹

MESMERIZE THEM.

ON TOP® SOFT WHIP POURABLE TOPPING

Pourable, profitable and irresistible, Soft Whip instantly elevates coffees, smoothies, teas, refreshers and more with a simple shake and pour process. Colors and flavors are easily mixed in to bring LTOs to life. Offer a plant-based, non-dairy alternative with Oat Milk Soft Whip.

Power Greens Smoothie made with On Top Oat Milk Soft Whip Pourable Topping

GO ALL OAT.

Oat milk is the fastest-growing plant-based milk with a CAGR of 106%.¹

PRIORITIZE PLANT-BASED.

42% of QSR consumers would order more and pay more for plant-based products²



Soda Refreshers made with On Top Soft Whip Pourable Topping

WORKS ON BOTH HOT AND COLD BEVERAGES!

CURATE CUSTOMIZATION.

61% of customers name 'Build Your Own Options' as a Top-2-food-type they want at Limited Service Restaurants.²

THE CLASSIC FINISH.

ON TOP PRE-WHIPPED TOPPING

On Top's smooth, creamy taste and superior stability is perfect for countless beverage, dessert and breakfast applications, hot or cold. Available in numerous flavors, colors and varieties, including plant-based – On Top is here to mix, fill, layer and top your customizable creations.

BE CAMERA READY.

43% of consumers have taken a video of their food.³

Mango Strawberry Smoothie made with On Top Original Whipped Topping and the f'real® Foodservice Blender

Oreo® Shake made with On Top Sugar Free Whipped Topping



ON TOP'S SUPERIOR STABILITY HANDLES EVERY DELIVERY DRIVE-THRU AND CURBSIDE PICKUP, ARRIVING PICTURE PERFECT, EVERY TIME.



SHAKES & SMOOTHIES, SIMPLIFIED.

THE F'REAL FOODSERVICE BLENDER

Crafting classic and creative blended drinks is easier than ever. From mouth-watering milkshakes made with real ice cream, to coffee drinks, shake bowls and smoothies made with whole frozen fruit, the f'real Foodservice Blender spins them all out in about 40 seconds.



BLEND & SERVE
SHAKE AND
SMOOTHIE CUPS
DELIVER READY-TO-
SERVE DRINKS AT
THE TOUCH OF A
BUTTON!

KEEP IT SMOOTH.

The projected CAGR growth of the smoothie market from 2020-2024 is +9.25%.⁴

THE AVERAGE
MARGIN PER F'REAL
CUP IS \$2.50-\$3.50

Chocolate Chip Sundae Shake made with f'real Blend & Serve Chocolate Shake Cup and On Top® Original Whipped Topping



ADD FLAVORS,
COLORS AND
PARTICULATES TO
SMOOTHIE AND
SHAKE CUPS FOR
CUSTOM, MADE-TO-
ORDER DRINKS!

Strawberry Pancake Milkshake made with f'real Blend & Serve Strawberry Shake Cup and On Top Original Whipped Topping



RAISE THE BEVERAGE BAR.

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (OZ)	SHELF LIFE FROZEN/ REFRIGERATED (DAYS)
SOFT WHIP			
09229	<u>On Top® Soft Whip Pourable Topping Naturally Flavored Sweet Cream</u>	12/19	540/21
21801	<u>On Top Oat Milk Soft Whip Pourable Topping</u>	12/19	365/14
ON TOP WHIPPED TOPPING			
02559	<u>On Top Original Whipped Topping</u>	12/16	540/14
02090	<u>On Top Sugar Free Whipped Topping</u>	12/16	540/14
09073	<u>On Top Made With Cream Naturally Flavored Whipped Topping</u>	12/16	540/14
16462	<u>On Top Chocolate Whipped Topping</u>	6/16	540/14
10436	<u>On Top Whipped Topping Mallow</u>	6/16	540/14
20667	<u>On Top Oat Milk Whipped Topping</u>	12/12	540/14
F'REAL			
80050	<u>f'real Blend & Serve Chocolate Shake</u>	12/16	547/0
80055	<u>f'real Blend & Serve Coffee Frappe</u>	12/16	547/0
80054	<u>f'real Blend & Serve Mango Smoothie</u>	12/16	547/0
80081	<u>f'real Blend & Serve Oreo Shake</u>	12/16	547/0
80053	<u>f'real Blend & Serve Strawberry Banana Smoothie</u>	12/16	547/0
80052	<u>f'real Blend & Serve Strawberry Shake</u>	12/16	547/0
80036	<u>f'real Blend & Serve Vanilla Shake</u>	6/16	547/0
80043	<u>f'real Made To Order Shake Base</u>	6/16	547/0
80045	<u>f'real Made To Order Smoothie Base</u>	12/12	547/0

EXPLORE MORE ALL DAY SOLUTIONS ON OUR MAXIMIZING LIMITED SERVICE RESTAURANT OPPORTUNITIES SITE.

¹ Datassential "Menu Trends" 2023

² Datassential "Limited-Service Restaurants" Keynote Report, 2023

³ Datassential "FoodBytes," 2023

⁴ Industry Research "Smoothies Market Forecast and Analysis 2020-2024"



INFINITE POSSIBILITIES.
ONE FAMILY.

Learn more at richsusa.com

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