



# SIP ON PLANT-BASED.

## ON TOP® OAT MILK PORTFOLIO

Coffees, cocktails, refreshers, specialty beverages — all elevated with a little bit of sweetness on top. Plant-based sweetness anyone can enjoy? Even sweeter! Rich's On Top Oat Milk Whipped Topping and Oat Milk Soft Whip add the perfect plant-based touch to instantly transform any beverage into a masterpiece. Meet consumer demand for plant-based and over-the-top beverages with our innovative dairy alternatives featuring whole grain oat as the hero ingredient — without sacrificing taste, texture or performance.



# TOP IT OFF WITH OATS.

## OAT MILK HERO.

Made with a sustainable, whole grain oat hero ingredient for a better-for-you dairy alternative that doesn't sacrifice deliciousness.

## OAT-SO-EASY.

No hassle here! On Top Oat Milk Whipped Topping comes in ready-to-use bags for ultimate ease. On Top Oat Milk Soft Whip comes in a pourable, ready-to-use carton.

## MAKE IT YOUR OWN.

Mix in colors, flavors or particulates for your own creative customizations.

## PLANT PREMIUMS.

Plant-based alternatives mean premium pricing for specialty menu add-ons and attracting more sustainability-minded customers.

100%

Plant-based options will continue to grow 100% over the next 4 years.

Datassential "Menu Trends" 2023

7.8B

The global oat milk market is predicted to reach 7.8 Billion by 2030, at a 7.20% CAGR.

Market Research Future, 2023

30%

of consumers are purchasing more prepared beverage offerings.

SNAP! C-Store Keynote, Datassential 2023

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/PACK (OZ)	SHELF LIFE (DAYS)
21801	On Top® Oat Milk Soft Whip	12/19	365 Frozen, 14 Refrigerated
20667	On Top® Oat Milk Whipped Topping	12/12	540 Frozen, 14 Refrigerated



ICED COFFEE WITH ON TOP OAT MILK SOFT WHIP



BUBBLE TEA WITH ON TOP OAT MILK SOFT WHIP



STRAWBERRY SMOOTHIE WITH ON TOP OAT MILK WHIPPED TOPPING



INFINITE POSSIBILITIES.  
ONE FAMILY.

Contact your Rich's rep today or visit [richsusa.com/ontop](https://richsusa.com/ontop)

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