



POUR ON THE PLANT-BASED.

OAT MILK SOFT WHIP COLD FOAM

Who said it couldn't be done? Rich's innovative Oat Milk Soft Whip Cold Foam is the same creamy, pourable indulgence you're used to — with the added appeal of plant-based ingredients. Featuring whole grain oats as the hero ingredient, a light texture, subtle vanilla flavor and superior stability that outperforms the competition — Oat Milk Soft Whip Cold Foam adds the perfect plant-based touch to instantly transform any beverage into a masterpiece.



COMPLETE THE PLANT-BASED EXPERIENCE.



The results are in, and customers are hungry for non-dairy options. Oat Milk Soft Whip Cold Foam delivers a delightfully indulgent alternative that'll leave your customers craving more.

KEEP IT CLEAN.

Better-for-you doesn't mean sacrificing deliciousness. Oat Milk Soft Whip Cold Foam meets Rich's Superior Clean Label standard and has none of the Big 9 allergens.

OAT-SO-EASY.

Skip the hassle. Oat Milk Soft Whip Cold Foam comes in a ready-to-use carton. Just thaw, shake, open and pour for maximum creamy bliss.

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.¹

+112%

Oat milk menu growth over the last 4-years.²

+366%

Expected growth of cold foam on menus over the next 4-years.²

65%

Nearly half of Gen Z and Millennial consumers are interested in plant-based milk alternatives.³



PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK (OZ)	SHELF LIFE (DAYS)
21801	Oat Milk Soft Whip Cold Foam	12/19	365 Frozen, 14 Refrigerated

Source: ¹ Datassential "Menu Trends" 2023 ² Datassential Menu Trends 2026 ³ Datassential Non-Alcoholic Beverage Keynote 2025



INFINITE POSSIBILITIES.
ONE FAMILY.

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