



SWEETEN THE MOMENT

OUR SPECIALTY TREAT SHOP® SWEET MIDDLES®

Whether it's a daytime delight or an after-dinner indulgence, Our Specialty Treat Shop® Sweet Middles® offer the perfect cure for spontaneous sweet tooth cravings and celebrations. Treat yourself to a bite-sized, cream-filled, soft cookie sandwich that can be savored anywhere. Available in a variety of seasonal and everyday flavors, Sweet Middles® capture every opportunity to inspire indulgence.

It's what's in the middle that counts.

INSPIRE INDULGENCE

Offer customers an excuse to treat themselves – no matter the occasion – with unique, shareable sweets in on-trend, in-demand flavors.

RETAIL READY

Fully baked, finished, packaged, labeled and ready to delight.

BITE-SIZE SATISFACTION

Just the right size for a snackable sweet indulgence, on-the-go or at home.

BRING OUT THE BEST

Ingredients you can trust. No colors from artificial sources, no artificial flavors, and no high fructose corn syrup.

SWEETEN EVERY SEASON

Available in a variety of flavors for year-round rotation.



Our Specialty Treat Shop®
Gingerbread Sweet Middles®



Our Specialty Treat Shop®
Chocolate Chip Sandwich Cookies



Our Specialty Treat Shop®
Carrot Cake Sweet Middles®

+152%

**4-YEAR GROWTH OF
SANDWICH COOKIES**

Datassential SNAP! Keynote Desserts 2023

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (OZ)	NET CASE WT (LBS)	CASE CUBE	CASE DIMENSION (L X W X H)	BLOCK/ TIER	SHELF LIFE (DAYS FROZEN/ REFRIGERATED/ AMBIENT)
SEASONAL SWEET MIDDLES®							
23196	Our Specialty Treat Shop® 6-Ct Lemon Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
23097	Our Specialty Treat Shop® 6-Ct Gingerbread Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
16525	Our Specialty Treat Shop® 12-Ct Pumpkin Spice Sweet Middles®	12/15.5	11.625	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
16524	Our Specialty Treat Shop® 6-Ct Pumpkin Spice Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
EVERYDAY SWEET MIDDLES®							
14928	Our Specialty Treat Shop® 12-Ct Carrot Cake Sweet Middles®	12/15.5	11.625	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
15551	Our Specialty Treat Shop® 6-Ct Carrot Cake Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
14929	Our Specialty Treat Shop® 12-Ct Chocolate Souffle Sweet Middles®	12/15.5	11.625	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
15552	Our Specialty Treat Shop® 6-Ct Chocolate Souffle Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
14930	Our Specialty Treat Shop® 12-Ct Crème Brûlée Sweet Middles®	12/15.5	11.625	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
15553	Our Specialty Treat Shop® 6-Ct Crème Brûlée Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
14931	Our Specialty Treat Shop® 12-Ct Oatmeal Raisin Sweet Middles®	12/15.5	11.625	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
15554	Our Specialty Treat Shop® 6-Ct Oatmeal Raisin Sweet Middles®	9/7.75	4.359	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
EVERYDAY SANDWICH COOKIES							
16639	Our Specialty Treat Shop® 12-Ct Sprinkle Sugar Sandwich Cookies	12/15	11.25	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
16612	Our Specialty Treat Shop® 6-Ct Sprinkle Sugar Sandwich Cookies	9/7.5	4.219	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21
16637	Our Specialty Treat Shop® 12-Ct Chocolate Chip Sandwich Cookies	12/15	11.25	1.177	23.62 x 8.25 x 10.44	10 x 7 = 70	540/21/21
16619	Our Specialty Treat Shop® 6-Ct Chocolate Chip Sandwich Cookies	9/7.5	4.219	0.420	13.12 x 7.38 x 7.5	18 x 10 = 180	540/21/21



INFINITE POSSIBILITIES.
ONE FAMILY.

Contact your Rich's rep today, or visit RichsUSA.com/our-specialty-treat-shop

© 2023 Rich Products Corporation