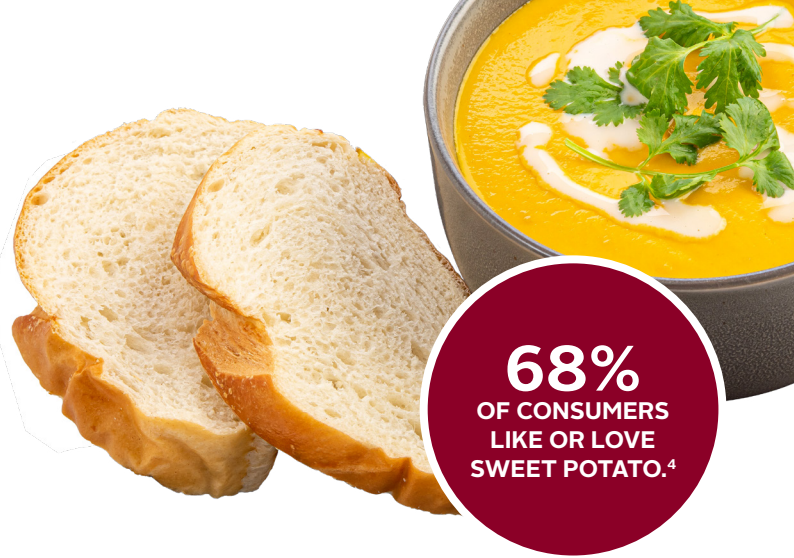




Sweet Potato Soup with French Bread Dough (PC 03033)



68% OF CONSUMERS LIKE OR LOVE SWEET POTATO.<sup>4</sup>

# BEYOND BREAD AND BUTTER.

## WINTER 2023 BREADS & ROLLS TRENDS AND INSPIRATION

Make your menu stay hot this winter with Rich's deliciously innovative bread and roll portfolio.

## SOUP PAIRINGS

Nothing pairs better with soup than a warm, crusty roll or slice of bread.

This bread dough pairing delivers a light, crusty bite of yeast-raised bread with a soft interior to couple the creamy texture of sweet potato soup.

Sweet potato soup is in the early trend adoption stage.<sup>4</sup>

### HOT POTATO, SWEET POTATO.

Potato is a regularly menued soup variety, found on 4.2% of menus.<sup>4</sup> Sweet potatoes can be your soup's main flavor or used as an ingredient to add creamy texture, without cream – making them great for plant-based menu options.

### A GLOBAL TWIST ON A COMFORT CLASSIC.

Mexican cuisine continues to gain favor with American consumers – being incorporated into beloved comfort food dishes like America's most popularly menued soup<sup>4</sup> — chili!

These rippable, dippable rolls are perfect for soaking up all of the flavorful spices of this stew.

This Mexican style "red-colored" stew is one of the fastest growing soup varieties.<sup>4</sup>

LOBSTER CREAM IS THE #1 SAVORY WINTER FLAVOR.<sup>1</sup>



Lobster Bisque with Sourdough Artisan Boule (PC 18774)

### BREAD BOWL BISQUES.

Trending #breadbowls and bisques for winter are a recipe match made in heaven for cold, cozy evenings and indulgent appetites.

Chile Colorado with Simply Sweet Yeasty Dinner Roll Dough (PC 29104)



71% OF AMERICAN DINERS CONSUMED MEXICAN CUISINE IN THE PAST THREE MONTHS.<sup>5</sup>

Lobster bisque is expected to experience +14% 12-month menu growth.<sup>2</sup>

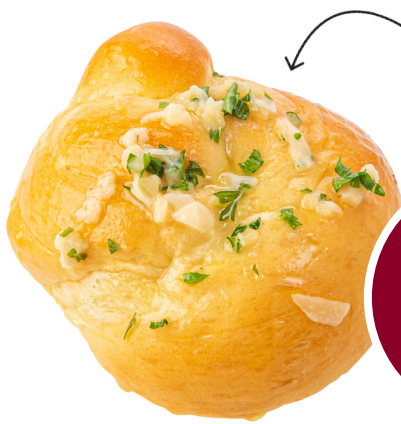
#BreadBowls is trending on TikTok with 12 million views.<sup>3</sup>

# DOUGH TOPPINGS

Let the bread be the center of attention with these trendy winter-loved dips and toppings.

Made with real butter and eggs for a creamier color and smoother texture that looks just as appetizing as it tastes.

Garlic Knots are expected to see +5% 12-month and +18% 4-year menu growth.<sup>6</sup>



Garlic Knots with Simply Butter and Egg Dinner Roll Dough (PC 04280)

**64%**  
OF CONSUMERS  
LIKE OR LOVE  
GARLIC KNOTS.<sup>2</sup>

## 'TIS THE SEASON FOR CRANBERRY.

Cranberry brings seasonal character and color to any winter table bread or loaf. According to Tastewise, the tart seasonal fruit is most consumed in the months of November through January.

Rustic Cranberry Orange Bread with Simply Sweet Yeasty Dinner Roll Dough (PC 29104)



"CRANBERRY ORANGE BREAD" VIDEOS ARE TRENDING ON TIKTOK WITH **534.2K** VIEWS.<sup>3</sup>

Parkerhouse rolls offer a buttery, soft and slightly sweet flavor profile, adding delicious contrast to savory flavors.

Pomegranate is on 15.8% of US menus.<sup>7</sup>

## MIDDLE EASTERN INSPIRED DIPS – WITH A SEASONAL SPIN.

According to Datassential, Middle Eastern dips are expected to gain menu demand, thanks to hummus opening the door for consumers to try other dips from the region. Add colorful winter flavors and fruits, like pomegranate, for a seasonal spin.



Winter Harvest Hummus Appetizer with Simply Proof & Bake Parkerhouse Roll Dough (PC 29399)

## TIME FOR TAPENADE.

The second most popular menued winter spread of 2022,<sup>8</sup> tapenade adds savory Mediterranean flavor to any warm bread staple you're serving up this winter.

Our artisan focaccia is made with a generous amount of Extra Virgin Olive Oil, resulting in a soft, airy, and moist interior that pairs well with flavorful dips and spreads.

Tapenade is expected to see +15% 12-month growth on menus.<sup>7</sup>

Tapenade Focaccia with Extra Virgin Olive Oil Artisan Focaccia Bread (PC 22586)



# SANDWICHES

These warm, toasty and deliciously trendy sandwiches are perfect for chilly winter days.

## SEAFOOD SANDWICHES.

Battered and fried fish are menued over 10X more in winter than any other season.<sup>8</sup> Pair it with the perfectly soft roll for a fin-tastic sandwich offering.

TARTAR IS THE 4<sup>TH</sup> MOST POPULAR WINTER SANDWICH SAUCE.<sup>8</sup>



Fish Fillet Sandwich with Simply Sweet Yeasty Dinner Roll Dough (PC 29104)

Sweet Yeasty Rolls deliver a gently sweet, dense square sandwich cap with distinctive yeast flavor notes to compliment any seafood protein.

Fish sandwich is the most popularly menued winter sandwich.<sup>8</sup>

## HEARTY MELTS.

A warm, mouthwatering melt with a hearty protein hits the jackpot when it comes to winter cravings. Toasted bread adds a crusty, satisfying crunch to each bite.

PASTRAMI IS MENUED OVER 3X MORE IN WINTER THAN THE AVERAGE FOR ALL OTHER SEASONS.<sup>8</sup>

Pastrami Melt with Spicy Aioli with Italian Panini Bread (PC 15607)



## MAKE IT OPEN-FACED.

Open-faced sandwiches have seen a 29% increase in sales over the last year.<sup>9</sup>

Roast beef sandwich is menued more in winter than the average for all other seasons.<sup>8</sup>

Open Faced Roast Beef Focaccia Sandwich with Extra Virgin Olive Oil Artisan Focaccia Bread (PC 22586)

70% OF CONSUMERS LIKE OR LOVE ROAST BEEF SANDWICHES.<sup>2</sup>



# BEYOND BREAD.

The feeling of comfort. The smell of home. Rich's offers a full spectrum of breads and rolls, in a variety of formats, to meet the needs of your operation and the demands of your consumers – all with the delicious nostalgia they crave.

PRODUCT CODE	PRODUCT DESCRIPTION
29399	<a href="#">Simply Proof &amp; Bake Parkerhouse Roll Dough</a>
29104	<a href="#">Simply Sweet Yeasty Dinner Rolls</a>
03033	<a href="#">French Bread Dough</a>
04280	<a href="#">Simply Butter and Egg Roll Dough</a>
18774	<a href="#">Sourdough Artisan Boule</a>
22586	<a href="#">Extra Virgin Olive Oil Artisan Focaccia Bread</a>
15607	<a href="#">Italian Panini Bread</a>

<sup>1</sup> Rich's 2022 Winter Flavor Trends Report   <sup>2</sup> Datassential, 2023   <sup>3</sup> TikTok Insights, 2023   <sup>4</sup> SNAP! Datassential The World of Soup, 2023   <sup>5</sup> Mintel, 2023  
<sup>6</sup> Datassential Artisan Bread Trends, 2022   <sup>7</sup> SNAP! Datassential 2023   <sup>8</sup> Rich's 2022 Winter Flavor Trends Report   <sup>9</sup> SNAP! Keynote Sandwiches, 2023



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