



DONUTS, REIMAGINED.

RICH'S DONUT INSPIRATION

Donuts fill every sweet void – morning, afternoon and night. They also fill your bottom line, churning out steady sales daily while inspiring impulsive indulgences. Donuts offer so much opportunity to ring in delight. And Rich's provides the perfect canvases – with a donut portfolio offering a variety of solutions for every operation. Bring them to life with our glazes, powders, drizzles, flavors, toppings, and anything else you can dream up. Here's some inspiration to get you started.

83% of consumers like or love donuts.¹

When enjoying dessert from a restaurant, bakery or c-store, **57%** of consumers prefer to try something new.²

SEE IT IN CITRUS.

Global citrus flavors are trending up.³

Coconut Lime Donut made with Ready to Finish Yeast Raised Donut Homestyle Ring and Vanilla Heat'N Ice™ Icing



Raspberry Glazed Donut made with Ready to Finish Yeast Raised Donut Homestyle Ring and Vanilla Heat'N Ice Icing

**A LITTLE
BITTER, A
LITTLE
SWEET!**



BE CAMERA READY.

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

MAKE DONUT DREAMS COME TRUE.

LET'S GO LTOS.

Consumers are most interested in LTOs with fresh ingredients and seasonal flavors.⁴

Lemon Cake Donut made with Fully Finished Cake Donut Old Fashioned Plain Ring and Vanilla Heat'N Ice™ Icing



Blueberry Donut made with Ready to Finish Cake Donut Blueberry Ring and Vanilla Heat'N Ice Icing

LEMON IS
POPULARLY
MENUED IN
SPRING AND
SUMMER!

IT'S ALWAYS TIME FOR DONUTS.

44% of consumers' last donut or pastry was eaten as a snack.¹



Holiday Sprinkle Donuts made with Ready to Finish Yeast Raised Donut Homestyle Ring and Vanilla Heat'N Ice™ Icing

GET FESTIVE!
Seasonal specials and LTOs, such as holiday-themed donut toppings and flavors, drive interest and repeat traffic.

A CINN-SATION.
Cinnamon rolls are the most popular breakfast pastry in the US.⁵



Apple Cinnamon Bun made with Ready to Finish Yeast Raised Donut Cinnamon Bun Round and Allen® Superior Set Icing Cream Cheese



UBE'S BRIGHT PURPLE COLOR LENDS ITSELF TO A SOCIAL MEDIA-WORTHY DONUT APPLICATION! THE PURPLE POTATO INGREDIENT ALSO ATTRACTS PLANT-FORWARD EATING CONSUMERS.

Ube Donut made with Ready to Finish Cake Donut Old Fashioned Plain Ring and Vanilla Heat'N Ice Icing

UBE ON THE RISE.
Ube is trending on menus in the US, growing 143% over the past 4 years.⁶

A HOLE LOT TO LOVE.

Flexible handling. Unique flavors. And all the classics. With Rich's as your partner, you'll be ready to fulfill every donut desire — and inspire impulsive indulgences.

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE	SHELF LIFE FROZEN/ REFRIGERATED/ AMBIENT (DAYS)
DONUTS			
13530	Ready to Finish Yeast Raised Donut Homestyle Ring	84/2.1 oz.	270/1/1
50151	Ready to Finish Cake Donut Old Fashioned Plain Ring	60/3.1 oz.	330/0/1
06971	Ready to Finish Yeast Raised Donut Cinnamon Bun	96/2 oz.	270/0/1
08352	Fully Finished Cake Donut Old Fashioned Plain Ring	100/1.6 oz.	365/0/1
03711	Ready to Finish Cake Donut Blueberry Ring	84/2 oz.	330/0/1
ICINGS			
09976	Vanilla Heat'N Ice™ Icing	1/12 lb.	270/270/270
03837	Allen® Superior Set Icing Cream Cheese	12/2 lb.	210/210/210

EXPLORE OUR FULL DONUT PORTFOLIO AT [RICHSUSA.COM/DONUTS](https://richsusa.com/donuts)

¹ Datassential SNAP! Desserts Keynote, 2023 ² SNAP! LTOs Keynote, Datassential 2022 ³ Datassential 'FoodBytes' 2023 ⁴ Datassential SNAP! LTOs Keynote, 2022 ⁵ Statista, 2022 ⁶ Datassential Menu Trends, 2023



INFINITE POSSIBILITIES.
ONE FAMILY.