

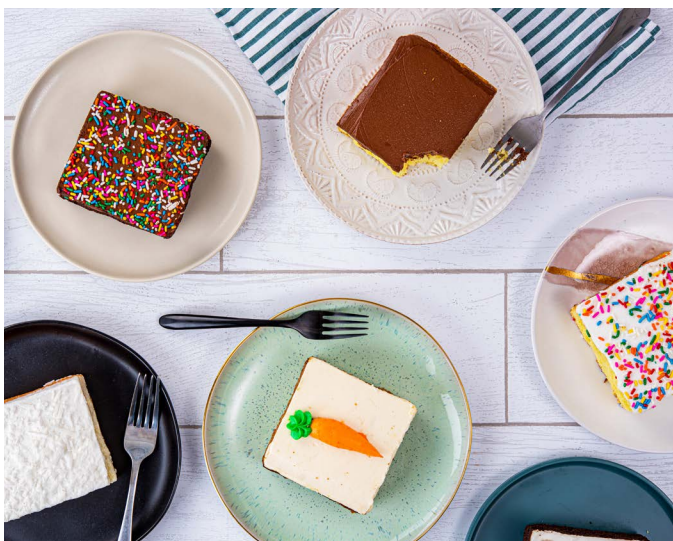


A CAKE FOR EVERY OCCASION.

RICH'S DESSERT AND CELEBRATION CAKES

Birthdays. Holidays. Anniversaries. An everyday treat. Or simply self-care. Cakes are a favorite part of every occasion or celebration. And now, the celebratory centerpiece is more convenient than ever with Rich's Fully Finished, Ready-to-Finish, and Signature Ready Cakes. Deliver from-scratch quality without significant time or labor. Ready to thaw and thrill, our dessert and celebration cakes come in a variety of trusted and on-trend flavors and sizes, decorated or ready-to-finish, allowing you to create the perfect cake program for every occasion.





TAKE THE CAKE.

63%

of consumers had a dessert
within the past day.

SNAP! Datassential Desserts Keynote, 2023

\$61.27
BILLION

The cake market is expected to reach
\$61.27 Billion by 2030, growing at a
CAGR of 3.59% from 2023 to 2030.

Verified Market Research, 2023

A HANDLING CAKEWALK.

Our Fully Finished Cakes are fully baked, iced and decorated – a simple thaw will do the trick! No skilled labor required. Many cakes are available with either pre-applied labels or sheeted labels in the case. Our Signature Ready Cakes are base iced, offering a blank creative canvas for premium, distinct designs and special occasion centerpieces. Save time on the basics and use your limited labor where you'll get the most credit with consumers – on stunning, fresh designs.

VIBRANT VARIETY.













































Satisfy every cake craving with trusted core and on-trend flavors. Plus, meet a diverse range of needs and occasions with 5", 7" and 8" sizes, single and double layer varieties, ¼ sheet cakes, portioned cake squares, mousses, cakes, tortes and decadent towering cakes – available with a variety of icings, designs and garnishes – from sprinkles to cake crumbs and more!

CAKES THAT TOP ALL.

Stunning, moist and absolutely delicious! Our best-in-class baking, decorating and freezing processes ensure the freshest Fully Finished, Ready-to-Finish, and Signature Ready Cakes that top the competition in taste, texture and appearance.




















































PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	LABELS	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN/ REFRIGERATED/ AMBIENT)
5" DOUBLE LAYER DESSERT CAKES						
19291		Vanilla Celebration White Cake with Vanilla Buttercream Icing Artificially Flavored			6/15.5	365/8/8
19289		Chocolate Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**			6/15.5	365/8/8
21577		Chocolate Fudge Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**		N/A	6/16	365/5/5
7" DOUBLE LAYER DESSERT CAKES						
11713		Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			4/33	365/5/5
11171		Double Chocolate Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**			4/31.5	365/5/5
11196		Carrot Carrot Cake with Cream Cheese Icing			4/42.5	365/5/5
10967		Red Velvet Red Velvet Cake with Cream Cheese Icing			4/33	365/5/5
10964		Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			4/28	365/5/5
10965		Coconut White Cake with Whipped Icing & Real Coconut Shavings			4/28	365/5/5
10966		Golden Chocolate Yellow Cake with Chocolate Buttercream Icing			4/33	365/5/5
11186		German Chocolate Chocolate Cake with Chocolate Buttercream Icing & Golden Brown Coconut Filling N&A Flavored**			4/35	365/5/5
16536		Sinfully White White Cake with Cream Cheese Icing			4/34	365/8/5
16537		Sinfully Chocolate Chocolate Cake with Chocolate Cream Cheese Icing N&A Flavored**			4/33	365/8/5
8" SINGLE LAYER DESSERT CAKES						
15645		Vanilla Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			6/25.5	365/5/5
11197		Double Chocolate Chocolate Cake with Chocolate Fudge Buttercream Icing N&A Flavored**			6/24	365/5/5

**N&A Flavored = Naturally and Artificially Flavored


PRODUCT CODE	BRAND	PRODUCT NAME	PACKAGING	LABELS	CASE/SIZE (OZ)	SHELF LIFE (DAYS, FROZEN/ REFRIGERATED/ AMBIENT)
8" SINGLE LAYER DESSERT CAKES (CONTINUED)						
11204		Carrot Carrot Cake with Cream Cheese Icing			6/30	365/5/5
15633		Carrot Carrot Cake with Cream Cheese Icing			6/30	365/5/5
11198		Red Velvet Red Velvet Cake with Cream Cheese Icing			6/26.5	365/5/5
15634		Red Velvet Red Velvet Cake with Cream Cheese Icing			6/26.5	365/5/5
15045		Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			6/18.5	365/7/5
15637		Cookies 'N Creme Chocolate Cake with Cookies 'N Creme Whipped Icing N&A Flavored**			6/18.5	365/7/5
15640		Coconut Yellow Cake with Whipped Icing and Real Coconut Shavings			6/18.5	365/5/5
11202		German Chocolate Chocolate Cake with Chocolate Buttrcream Icing & Golden Brown Coconut Filling N&A Flavored**			6/27	365/5/5
8" DOUBLE LAYER VARIETY DESSERT CAKES						
15523		Variety Cake Caramel, Red Velvet, Carrot, Chocolate N&A Flavored**			4/46	365/8/5
17137		Variety Cake Caramel, Red Velvet, Carrot, Chocolate N&A Flavored**			4/46	365/8/5
01650		Chocolate Variety Cake Chocolate Cake with Fudge Icing, Chocolate Cake with Chocolate Cream Cheese Icing, Chocolate Cake with Cream Cheese Icing, Yellow Cake with Chocolate Buttrcream Icing N&A Flavored**			4/42	365/8/5
17515		Chocolate Variety Cake Chocolate Cake with Fudge Icing, Chocolate Cake with Chocolate Cream Cheese Icing, Chocolate Cake with Cream Cheese Icing, Yellow Cake with Chocolate Buttrcream Icing N&A Flavored**			4/42	365/8/5
01441		Black & White Variety Cake Chocolate Cake with Chocolate Cream Cheese Icing, White Cake with Cream Cheese Icing N&A Flavored**			4/42	365/8/5
17516		Black & White Variety Cake Chocolate Cake with Chocolate Cream Cheese Icing, White Cake with Cream Cheese Icing N&A Flavored**			4/42	365/8/5
12567*		Spring/Summer Variety Cake Lemon, Strawberry, Carrot, White N&A Flavored**			4/43	450/8/5
20388*		Spring/Summer Variety Cake Lemon, Strawberry, Carrot, White N&A Flavored**			4/43	450/8/5
01126*		Fall Variety Cake Caramel, Pumpkin, Chocolate, Carrot N&A Flavored**			4/46	450/8/5
20664*		Fall Variety Cake Caramel, Pumpkin, Chocolate, Carrot N&A Flavored**			4/46	450/8/5
8" DOUBLE LAYER DESSERT CAKES						
11206		Vanilla Celebration Yellow Cake with Vanilla Buttrcream Icing N&A Flavored**			4/45	365/5/5
17136		Vanilla Celebration Yellow Cake with Vanilla Buttrcream Icing N&A Flavored**			4/45	365/5/5
15961		Double Chocolate Chocolate Cake with Chocolate Buttrcream Icing N&A Flavored**			4/44	365/8/5
15960		Carrot Carrot Cake with Cream Cheese Icing			4/51	365/8/5
15962		Red Velvet Red Velvet Cake with Cream Cheese Icing			4/43	365/8/5
11217		Golden Chocolate Yellow Cake with Chocolate Buttrcream Icing			4/45	365/5/5
17134		Golden Chocolate Yellow Cake with Chocolate Buttrcream Icing			4/45	365/5/5
15959		Caramel Caramel Cake with Caramel Buttrcream Icing N&A Flavored**			4/44	365/8/5
20334		Unicorn Blue and Purple Layered Cake with Blue-Colored Vanilla Buttrcream Icing N&A Flavored**			4/39	365/8/5
22501*		Lemon Lemon Cake with Lemon Cream Cheese Icing N&A Flavored**			4/42	450/5/5
22503*		Strawberry Strawberry Cake with Strawberry Cream Cheese Icing N&A Flavored**			4/42	450/5/5
DECORATED 1/4 SHEET CAKES						
11292		Yellow Cake with Vanilla Buttrcream Icing, Finished with Pastel Sequins N&A Flavored**			4/47	365/5/5
23626		Yellow Cake with Vanilla Buttrcream Icing, Finished with Red Rose Design N&A Flavored**			4/48	365/5/5
23624		Yellow Cake with Vanilla Buttrcream Icing, Finished with Blue and White Dot Border N&A Flavored**			4/50	365/5/5
07754		Yellow Cake with Whipped Icing, Finished with Pastel Sequins and Multi-Colored Icing Drizzle			4/36.5	365/5/5
03957		Yellow Cake with Whipped Icing, Finished with Pink Flower Design			4/38	365/5/5
22921		White Confetti Cake with Vanilla Buttrcream Icing, Finished with Multi-Color Sprinkles N&A Flavored**			4/50	365/5/5
23625		Chocolate Cake with Chocolate Buttrcream Icing, Finished with Chocolate Curls N&A Flavored**			4/52	365/5/5
07759		Chocolate Cake with Chocolate Whipped Icing, Finished with Chocolate Curls N&A Flavored**			4/36.5	365/5/5
11287		Yellow Marble Cake with Whipped Icing, Finished with Balloon Design			4/37	365/5/5
04325		Yellow Marble Cake with Whipped Icing, Finished with Pastel Sequins and Multi-Colored Icing Drizzle			4/38	365/5/5

*Seasonal Availability Only


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SIGNATURE READY BASE ICED CAKES						
49730		¼ Sheet Yellow Cake with Vanilla Buttercream Icing N&A Flavored**		N/A	8/41.75	365/5/5
01815		¼ Sheet Yellow Cake with Whipped Icing		N/A	8/33.25	365/5/5
49726		¼ Sheet Chocolate Cake with Vanilla Buttercream Icing N&A Flavored**		N/A	8/42.75	365/5/5
01813		¼ Sheet Chocolate Cake with Whipped Icing N&A Flavored**		N/A	8/33.25	365/5/5
23831		7" Double Layer White Cake with Vanilla Buttercream Icing N&A Flavored**		N/A	4/30	365/8/5
23833		7" Double Layer Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**		N/A	4/30	365/8/5
CAKE SQUARES						
08522		Yellow Celebration Yellow Cake with Vanilla Buttercream Icing N&A Flavored**			8/6	365/5/5
08523		Double Chocolate Chocolate Cake with Chocolate Buttercream Icing N&A Flavored**			8/6	365/5/5
08520		Carrot Carrot Cake with Cream Cheese Icing			8/6.5	365/5/5
08513		Red Velvet Red Velvet Cake with Cream Cheese Icing			8/5.8	365/5/5
08517		Golden Chocolate Yellow Cake with Chocolate Icing			8/5.8	365/5/5
08521		Chocolate Chocolate Cake with Vanilla Buttercream Icing N&A Flavored**			8/5.8	365/5/5
SPECIALTY CAKES						
70578		8" Single Layer Pineapple Upside Down Cake			6/26	365/5/5
73575		8" Single Layer Split & Filled Boston Creme Cake			6/27	365/5/5
18672		Ready-to-Finish Yogurt Mousse cake		N/A	6/23.5	180/5/0
18686		Ready-to-Finish Chocolate Mousse cake		N/A	6/24	180/5/0
51386		10" 14-Slice Chocolate Mousse cake Round		N/A	4/64	270/5/0
61156		9" 12-Slice Chocolate Overload Torte Round		N/A	4/64	270/5/0
16018		7" Uncut Tiramisu Round			6/22	270/5/0
10310		9" 10-Slice Tiramisu Round		N/A	4/38	270/5/0
READY-TO-FINISH TOWERING CAKES						
18960		Birthday 6 Layer White Confetti Cake with Vanilla Buttercream Icing Naturally Flavored with Other Natural Flavors		N/A	4/95	365/5/5
18961		Chocolate 6 Layer Chocolate Cake with Chocolate Buttercream Icing		N/A	4/98	365/5/5
18959		Carrot 3 Layer Carrot Cake with Cream Cheese Icing		N/A	4/99	180/5/0
18957		Red Velvet 6 Layer Red Velvet Cake with Cream Cheese Icing		N/A	4/106	180/5/0
19408		Coconut 6 Layer Coconut Creme Cake with Coconut Buttercream Icing		N/A	4/96.5	365/5/5
19409		Lemon Blueberry 3 Layer Lemon Creme Cake Studded with Blueberries with Lemon Buttercream Icing Naturally Flavored		N/A	4/92.5	365/5/5
22591		Italian Creme 6 Layer Rum Flavor-Infused Sponge Cake Layered with Bavarian Creme and Cream Cheese Icing		N/A	4/89.5	180/5/0


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Where dessert meets luxury, Jon Donaire® cakes are made with quality inclusions and delicately decorated. Discover numerous flavors, from traditional to seasonal, to variety cakes.



Carrying our family stamp of approval, Rich's brand cakes are ideal for those looking to add deliciously classic appeal to their dessert offerings.




Our Specialty Treat Shop™ makes the moment, giving consumers an excuse to hit pause and crush the craving with retail-ready, irresistible indulgences.




Funfetti® has put the fun into celebrations for over 30 years, transforming any occasion into a magical, fun-filled memory with each bite of colorful, baked-in Funfetti® surprise.

BRAND KEY


PACKAGING KEY




CLAMSHELL



BASE & DOME




CORRUGATED BOX WITH PLASTIC OVERWRAP




RETAIL-FACING CARTON

LABELS KEY




LABELS IN CASE



LABELS ATTACHED

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INFINITE POSSIBILITIES.
ONE FAMILY.®

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