



Our Specialty Treat Shop™ Brownie Slice Made With **HERSHEY'S®** Chocolate Chips (PC 20579) & Our Specialty Treat Shop™ Brownie Slice made with **REESE'S®** Peanut Butter Cups (PC 19670)

MAKE IT WORTH IT.

Inspiration for Providing Value Beyond Price.

Consumers continue to have less money to spend on food and beverage, and a multitude of options for where to spend it — and the value they're seeking reaches well beyond price. This guide provides insights and solutions for how you can drive traffic by prioritizing different components within this evolved value equation.

60% Consumers who say value is about what you get, not what you pay.¹

Value Component:

CONVENIENCE

Consumers' expectation of convenience is a long-term trend, and it only continues to increase. Ease of ordering, helpful technology, short wait times, simple pickup and packaging built for the take-out and delivery journey all play a role in delivering convenience.



Pesto Caprese Sandwich on Garlic Pesto Focaccia (PC 22587)



DELIVER FRESH BAKED QUALITY WITH THE SPEED AND CONVENIENCE OF PARBAKED BREAD AND ROLLS

74%
OF CONSUMERS HAVE A SNACK IN PLACE OF A TRADITIONAL MEAL AT LEAST 1X PER WEEK.³



SNACKS FROM POPULAR BRANDS ALWAYS READY TO GRAB AND GO

BRANDS BRING BUSINESS.
86% of Gen Z are willing to pay more for a dessert that has Hershey's ingredients.⁴

SIMPLE AND QUICK HANDLING PRODUCTS THAT WORK ACROSS DAYPARTS

 [Click here](#) for more tips and solutions for building a better breakfast



Farm Rich® Original French Toast Sticks (PC 68400)



+21%
- FRENCH TOAST STICKS 4-YEAR GROWTH ON QSR MENUS.²

AT LEAST 64% of Limited Service Restaurant customers are willing to wait no more than 5 minutes for any type of order.⁵

Value Component:

CUSTOMIZATION

Being able to get exactly what they want, and knowing it was made just for them, is a major measure of value for today's consumer.

BAKE-ON-DEMAND PIZZAS AND FLATBREADS MADE THEIR WAY AND READY IN MINUTES

40%+

OF LIMITED SERVICE RESTAURANT CONSUMERS NAME IT BEING "EASIER TO CUSTOMIZE MY ORDER" AS A DRIVER OF DIGITAL ORDERING.⁶



Grilled Cherry Tomato, Corn and Goat Cheese Pizza on 10" Gluten-Free Seasoned Cauliflower Pizza Crust (PC 11819)

17% OF QSR CONSUMERS

and 21% of fast casual consumers name 'the ability to customize my order' as a key consideration when visiting a Limited Service Restaurant.⁶



Falafel Wrap on 9.5" x 7.5" Original Teardrop Naan (PC 15100)

49%

OF CONSUMERS SAY THEY ARE INTERESTED IN GLOBAL STREET FOODS.⁷



Find more on-trend entrée tips and solutions [here](#)

16%

Drink foam sales are expected to continue to climb 16% over the next 4 years.⁸

SPECIALTY BEVERAGES TOPPED WITH TICKET-BUILDING WHIPPED TOPPINGS AND COLD FOAMS



Dirty Sodas Topped with On Top® Soft Whip (PC 09229)

Value Component:

CONSISTENCY

All that customization and convenience won't matter if your staff can't execute in a way your guests can count on. Build your offerings around components that make it easy to execute consistent results — ideally with a side of versatility.

HOT SNACKS AND APPS READY QUICK THAT CONQUER CRAVINGS CONSISTENTLY

Mozzarella Sticks and Marinara made with Farm Rich® Battered Mozzarella Sticks (PC 65110)



46%

OF AMERICANS EAT THREE OR MORE SNACKS EACH DAY.⁹

HIGH-QUALITY BAKERY ITEMS THAT OFFER SWEET SNACKING SATISFACTION ALL THROUGHOUT THE DAY (AND NIGHT)

1 IN 5 Americans eat more than three cookies per day.¹⁰



Christie Cookie Co. Triple Chocolate Individually Wrapped Baked Cookie (PC 20901)

Craving more dessert solutions? Find them [here](#)

Christie Cookie Co. Chocolate Chunk Cookie Dough (PC 39155)



VERSATILE PROTEINS THAT DRIVE REPEAT VISITS WITH DELICIOUSNESS THEY CAN COUNT ON

Loaded Fries with BBQ Pork and Smoked Gouda topped with Hickory Smoked Pulled Bar-B-Q Seasoned Pork (PC O9067)



'SNACK' IS THE FASTEST-RISING CONSUMER NEED FOR PULLED PORK.¹¹

Value Component:

PROMOTION

Deal and loyalty trips increased from 2022 to 2023, while non-promotional visits declined.¹² Hooking consumers with exciting LTOs, offering bundles that raise ticket prices, and incentivizing loyalty programs all add up to more traffic and retention.

DEAL AND LOYALTY TRIPS increased from 2022 to 2023, while non-promotional visits declined.¹²

BUNDLE BREAKFAST MAINSTAYS WITH COFFEE FOR A TOO-EASY-TO-RESIST MORNING DEAL

Donuts & Coffee Bundle with Ready To Finish Jumbo French Toast Filled Donut Bites (PC 19621)



Thirsty for more beverage inspiration? Discover it [here](#)

SHAKES, SMOOTHIES AND OTHER BLENDED DRINKS AT THE TOUCH OF A BUTTON ARE SIMPLE TO REMIX AS SEASONAL LTOs

Frosted Lemonade topped with On Top® Soft Whip (PC O9229) made with f'real Made To Order Shake Base (PC 80043)



43% OF CONSUMERS (and 59% of Millennials) are likely to order a blended beverage as a snack between meals.²

WELCOME TO THE NEW DEFINITION OF VALUE.

Rich's is here with the solutions and insight you need to make your operation worth it for today's consumers.

PRODUCT CODE	PRODUCT DESCRIPTION
68400	Farm Rich® Original French Toast Sticks
22587	Garlic Pesto Artisan Focaccia Bread
20579	Our Specialty Treat Shop™ Brownie Slice Made With Hershey's Chocolate Chips
19670	Our Specialty Treat Shop™ Brownie Slice Made With Reese's
11819	10" Gluten-Free Seasoned Cauliflower Pizza Crust
15100	9.5" x 7.5" Original Teardrop Naan
09229	On Top® Soft Whip Pourable Topping Naturally Flavored Sweet Cream
65110	Farm Rich® Battered Mozzarella Sticks
39155	Christie Cookie Co. 4 Oz. Chocolate Chunk Cookie Dough With Bags
20901	Christie Cookie Co. Triple Chocolate IW Baked Cookie 48/1.4 Oz.
09067	Hickory Smoked Pulled Bar-B-Q Pork Seasoned
02559	On Top® Original Whipped Topping
80043	f'real by Rich's Made To Order Shake Base
19621	Ready To Finish Jumbo French Toast Filled Donut Bites

¹ Kantar, 'Values & Vibes' 2023 ² Datassential MenuTrends, 2024 ³ Datassential SNAP! Snacking Keynote 2023 ⁴ CGK Hershey's Gen Z and Desserts Study, 2024 ⁵ Datassential "Limited Service Restaurants Keynote Report," 2023 ⁶ Technomic 'The Future of Limited-Service Restaurants Consumer Trend Report' 2024 ⁷ Datassential 2024 Food Trends Preview ⁸ Datassential "Menu Trends" 2023 ⁹ Circana SnackTrack® March 2024 ¹⁰ Boost 'American Love of Cookies' report, 2023 ¹¹ Tastewise, Pulled Pork Trends 2024 ¹² FMI & Circana, 'Winning Eating Occasions Throughout The Day,' March 2024



INFINITE POSSIBILITIES.
ONE FAMILY.

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