



# GRAB THEIR ATTENTION.

GRAB 'N GO & COLD CASE SOLUTIONS FOR C-STORES.



OUR SPECIALTY TREAT SHOP™ DESSERT PIZZA SLICES

# KEEP IT MOVING FORWARD.

Fully finished. Individually wrapped. Perfectly portioned. Bake at home. Your customers are on the move, and they want quick, fulfilling and unique options that are ready to go NOW. Rich's grab 'n go and cold case solutions provide maximum convenience and satisfaction with minimum labor and contact. You'll deliver daily delight, inspire impulses and create cravings that will keep them coming back.

## THE GRAB 'N GO GAMEPLAN.

### PROMOTE TRIAL WITH THE PRICETAG.

Consumers name a price discount as the top motivation for trying a new grab 'n go item.<sup>1</sup>

### THE AFTERNOON RESTOCK.

The highest percentage of c-store grab 'n go purchases are made in the afternoon for lunch or a snack. Make sure that you take a moment to restock and arrange your products before then.<sup>1</sup>

### THE MOMENT OF DECISION.

Merchandise individually wrapped items right next to the register to inspire last-minute impulses.



# UNWRAP HAPPINESS.

## INDIVIDUALLY WRAPPED COOKIES

### FULLY BAKED, READY TO GO.

We've done the baking for you – expertly-made cookies with quality ingredients, ready to thaw-and-merchandise in secure inner packs with eye-catching wrappings.

### VALUABLE VARIETY.

From premium inclusions to filled sandwich cookies and all the classics, Rich's has all the options to ensure that everyone finds their favorites.

### COMPLETE THE LOOK.

Rich's offers a number of high quality merchandising racks and baskets to check off all the boxes on your grab 'n go to-do list.

[VISIT RICHSMARKETPLACE.COM](http://VISIT RICHSMARKETPLACE.COM)

**\$7.1  
BILLION**

**US CHOCOLATE CHIP  
COOKIE MARKET IN 2021  
— PROJECTED TO REACH  
\$9.89 BILLION BY 2030**

REPORT OCEAN 'CHOCOLATE CHIP  
COOKIE CONSUMPTION STATUS  
AND FORECAST,' 2022



**CHRISTIE COOKIE CO.**



**FILLED COOKIES**



**OUR SPECIALTY TREAT SHOP™  
IW CHOCOLATE CHIP COOKIE**

# HIT PAUSE AND TAKE A BITE.

## PRE-PACKAGED COOKIES, CAKES & BROWNIES

### STOP AND TASTE THE GOODNESS.

Our Specialty Treat Shop™ and Christie Cookie Co. offer the perfect escape with ready-to-go desserts featuring fan-favorite variety and quality.

### CRUSH THE CRAVING.

Capture the moment with enticing delights in eye-catching packaging. Less time searching, more time savoring.

### LITTLE WONDERS.

For family time or self-care time, our portfolio of IW cookies, cakes and perfectly portioned treats are crafted for everyday enjoyment.

**35%**

PERCENTAGE OF  
CONSUMERS WHO SAY  
THEY INCREASED THEIR  
PURCHASE OF PREPARED  
BAKED GOODS AT  
C-STORES OVER  
THE PAST YEAR.

DATASSENTIAL  
C-STORE FOODSERVICE  
KEYNOTE, 2021



**CHRISTIE COOKIE CO. 8-PACKS**



**OUR SPECIALTY TREAT SHOP  
DESSERT PIZZA SLICES**



**OUR SPECIALTY TREAT SHOP  
SWEET MIDDLES**



**OUR SPECIALTY TREAT SHOP  
THUMBPRINT COOKIES**



**OUR SPECIALTY TREAT SHOP  
CAKE SQUARES**



# INSTANT INDULGENCE.

## OUR SPECIALTY TREAT SHOP™ PARFAIT CUPS

### INSPIRE INDULGENCES.

It's the little things that really count. Create memorable moments of pure joy that last all day long with our Cake Cups and Mousse Parfait Cups.

### TURNKEY & HASSLE FREE.

Fully finished, tastefully packaged and ready to delight, our fun variety of parfait cups provide maximum convenience and satisfaction.

### IRRESISTIBLE FLAVOR COMBINATIONS.

Create a buzz with on-trend and creative flavor combinations.

**71  
SECONDS**

AVERAGE TIME A C-STORE  
CONSUMER TAKES TO  
MAKE THEIR PURCHASE  
DECISION.

NACS 'CONVENIENCE STORES  
OFFER MORE CONVENIENCE'  
FACT SHEET, 2022



OUR SPECIALTY TREAT SHOP  
CAKE PARFAITS



OUR SPECIALTY TREAT SHOP  
MOUSSE PARFAIT CUPS



OUR SPECIALTY TREAT SHOP  
TRES LECHES STYLE  
DESSERT CUPS

# FROM OUR HOUSE TO YOURS.

## OUR SPECIALTY BAKE HOUSE™ BAKE-AT-HOME BREADS

### HOMEMADE IS NEVER FAR AWAY.

Because your consumers shouldn't have to search far and wide for fresh baked bread. Offer the convenience that helps make you their one-stop shop.

### FRESH BAKED IN MINUTES.

Nothing compares to the aroma of fresh baked bread. Your consumers simply pop the bread in the oven for a quick warm up for an at-home bakery experience.

### SAVOR EVERY SMILE.

Feed hearts and appetites alike with wholesome artisan breads and rolls, including ciabatta, batards, baguettes and breakfast breads.

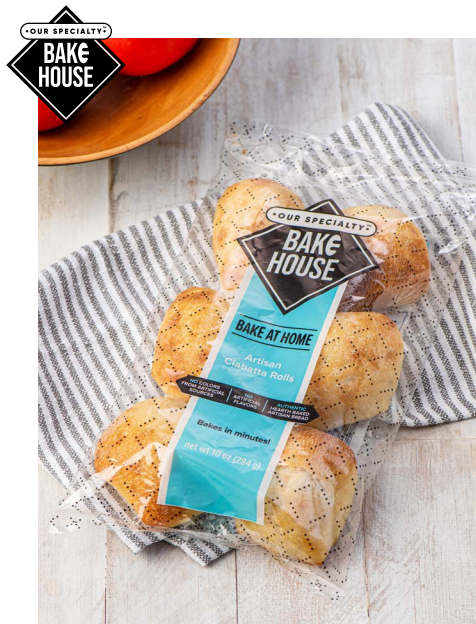
**8 OUT  
OF 10**

SHOPPERS WOULD AGREE  
THAT FRESH BAKED  
BREADS AND ROLLS ARE  
BETTER.

TECHNOMIC FOODSERVICE  
BAKERY STUDY 2019



OUR SPECIALTY BAKE HOUSE  
ROASTED GARLIC  
ARTISAN BATARD



OUR SPECIALTY BAKE HOUSE  
CIABATTA ROLLS



OUR SPECIALTY BAKE HOUSE  
FRENCH DEMI  
ARTISAN BAGUETTE

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
<b>INDIVIDUALLY WRAPPED COOKIES</b>			
78245	<u>Christie Cookie Co Triple Chocolate Blonde Cookie Baked IW</u>	72/2.5	365
20406	<u>Our Specialty Treat Shop™ Chocolate Chip Cookie</u>	120/1.35	365
15484	<u>Gluten Free Chocolate Chip Cookie Baked IW 12-Pack</u>	4/25.44	365
03593	<u>Triple Chocolate Filled Cookie Baked IW Made With Hershey's® Chips</u>	120/1.7	365
08202	<u>Confetti Cake Filled Cookie Baked IW</u>	120/1.7	365

## PRE-PACKAGED COOKIES, CAKES AND BROWNIES

15551	<u>Our Specialty Treat Shop™ Carrot Cake Sweet Middles Baked Cookies 6-Pack</u>	9/7.75	540
15552	<u>Our Specialty Treat Shop™ Chocolate Souffle Sweet Middles Baked Cookies 6-Pack</u>	9/7.75	540
15553	<u>Our Specialty Treat Shop™ Crème Brulee Sweet Middles Baked Cookies 6-Pack</u>	9/7.75	540
15554	<u>Our Specialty Treat Shop™ Oatmeal Raisin Sweet Middles Baked Cookies 6-Pack</u>	9/7.75	540
14928	<u>Our Specialty Treat Shop™ Carrot Cake Sweet Middles Baked Cookies 12-Pack</u>	12/15.5	540
14929	<u>Our Specialty Treat Shop™ Chocolate Souffle Sweet Middles Baked Cookies 12-Pack</u>	12/15.5	540
14930	<u>Our Specialty Treat Shop™ Crème Brulee Sweet Middles Baked Cookies 12-Pack</u>	12/15.5	540
14931	<u>Our Specialty Treat Shop™ Oatmeal Raisin Sweet Middles Baked Cookies 12-Pack</u>	12/15.5	540
14779	<u>Ready To Sell New York Style Eclair Chocolate Iced Bavarian Cream Filling</u>	12/8	365
08523	<u>Chocolate Cake With Chocolate Icing Cake Square N&amp;A FI</u>	8/6	365
08521	<u>Chocolate Cake With Vanilla Icing Cake Square N&amp;A FI</u>	8/5.8	365
08522	<u>Yellow Cake With Vanilla Icing Cake Square N&amp;A FI</u>	8/6	365
16279	<u>Our Specialty Treat Shop™ Chocolate Thumbprint Baked Cookies 18-Pack</u>	9/10.5	365
08517	<u>Yellow Cake With Chocolate Icing Cake Square</u>	8/5.8	365
08513	<u>Red Velvet Cake With Cream Cheese Icing Cake Square</u>	8/5.8	365
16637	<u>Our Specialty Treat Shop™ Chocolate Chip Sandwich Baked Cookies 12-Pack</u>	12/15	540
16612	<u>Our Specialty Treat Shop™ 6 Count Sprinkle Sugar Sandwich Cookies</u>	9/7.5	540
16619	<u>Our Specialty Treat Shop™ 6 Count Chocolate Chip Sandwich Cookies</u>	9/7.5	540
08520	<u>Carrot Cake With Cream Cheese Icing Cake Square</u>	8/6.5	365
16639	<u>Our Specialty Treat Shop™ 12ct Sprinkle Sugar Sandwich Cookies</u>	12/15	540
18559	<u>Our Specialty Treat Shop™ Easter Thumbprint Baked Cookies 18-Pack</u>	9/10.5	450
18560	<u>Our Specialty Treat Shop™ Patriotic Thumbprint Baked Cookies 18-Pack</u>	9/10.5	450
18561	<u>Our Specialty Treat Shop™ Christmas Thumbprint Baked Cookies 18-Pack</u>	9/10.5	450
18562	<u>Our Specialty Treat Shop™ Valentine's Thumbprint Baked Cookies 18-Pack</u>	9/10.5	450

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE FROZEN (DAYS)
<b>PRE-PACKAGED COOKIES, CAKES AND BROWNIES (CONTINUED)</b>			
18594	<u>Our Specialty Treat Shop™ Fall Thumbprint Baked Cookies 18-Pack</u>	9/10.5	450
20579	<u>Our Specialty Treat Shop™ Chocolate Chip Brownie Dessert Pizza Made With Hershey's®</u>	48/2	365
19670	<u>Our Specialty Treat Shop™ Peanut Butter Cup Brownie Dessert Pizza Slice Made With Reese's®</u>	48/2	365
61053	<u>Jon Donaire® Baked New York Style Cheesecake Single Slice</u>	24/3.5	365
61054	<u>Jon Donaire Strawberry Swirl Cheesecake Single Slice</u>	48/3.5	365
61201	<u>Jon Donaire Classic And Strawberry Swirl Cheesecake Twin Pack</u>	12/8	365
61018	<u>Jon Donaire Oreo Cheesecake Single Slice</u>	24/3.25	365
17203	<u>Our Specialty Treat Shop™ Oatmeal Raisin Mini Baked Cookies 18-Pack</u>	9/9	365
17205	<u>Our Specialty Treat Shop™ Sprinkle Sugar Mini Baked Cookies 18-Pack</u>	9/10	365
17200	<u>Our Specialty Treat Shop™ Treat Shop Chocolate Chip Mini Baked Cookies 18-Pack</u>	9/9	365
19333	<u>Christie Cookie Co 8-Pack Crispy Almond Baked Cookies</u>	12/6.8	365
19335	<u>Christie Cookie Co 8-Pack Crispy Brownie Chip Baked Cookies</u>	12/6.8	365
19336	<u>Christie Cookie Co 8-Pack Crispy Chocolate Chip Baked Cookies</u>	12/7.2	365
19337	<u>Christie Cookie Co 8-Pack Crispy Salted Caramel Baked Cookies</u>	12/6.8	365
19352	<u>Christie Cookie Co 8-Pack Chocolate Chunk Baked Cookies</u>	12/11	365
19353	<u>Christie Cookie Co 8-Pack Oatmeal Raisin Baked Cookies</u>	12/11	365
19355	<u>Christie Cookie Co 8-Pack Snickerdoodle Baked Cookies</u>	12/11	365

## OUR SPECIALTY TREAT SHOP™ PARFAIT CUPS

18212	<u>Our Specialty Treat Shop™ French Style Cheesecake Parfait Cup</u>	8/4.5	365
18213	<u>Our Specialty Treat Shop™ Chocolate Mousse Parfait</u>	8/4.5	365
18214	<u>Our Specialty Treat Shop™ Cookies 'N Creme Parfait</u>	8/4.5	365
18215	<u>Our Specialty Treat Shop™ Banana Pudding Parfait</u>	8/5	365
18396	<u>Our Specialty Treat Shop™ Tres Leches Style Dessert Cup</u>	8/6	365
20698	<u>Our Specialty Treat Shop™ Strawberry Parfait</u>	8/5.5	365
20697	<u>Our Specialty Treat Shop™ Chocolate Parfait</u>	8/4	365

## OUR SPECIALTY BAKE HOUSE™ BAKE AT HOME BREAD

18835	<u>Our Specialty Bake House™ Roasted Garlic Artisan Batard</u>	22/13	270
18780	<u>Our Specialty Bake House™ Sourdough Artisan Batard</u>	22/13.25	270
18974	<u>Our Specialty Bake House™ Artisan Ciabatta Rolls</u>	18/12	270
18744	<u>Our Specialty Bake House™ French Demi Artisan Baguette</u>	22/13	270



# LET'S FIND YOUR SWEET SPOT.



INFINITE POSSIBILITIES.  
ONE FAMILY.

See what's in store. Visit [RichsConvenience.com/grab-n-go](https://RichsConvenience.com/grab-n-go)

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