



READY FOR THE FINISHING TOUCH.

RICH'S ALLEN® UNICED LAYER CAKES AND CUPCAKES

A flawless foundation for your most eye-catching cake and cupcake creations. Rich's Allen Uniced Layer Cakes and Cupcakes are the perfect place to begin dreaming bigger when it comes to desserts. Fully baked, with a simply sweet flavor, our Uniced Layer Cakes and Cupcakes come ready for your finishing touches – whether it's creating treasured classics or inspired on-trend delights.

THE CAKE MARKET IS
EXPECTED TO REACH

\$61.27
BILLION

BY 2023, GROWING AT
A CAGR OF 3.59% FROM
2023 TO 2030.¹

CAKES ARE THE
MOST FREQUENTLY
PURCHASED
CATEGORY IN THE
IN-STORE BAKERY.²



GO CAKE CRAZY.

63%

of consumers had a dessert within the past day.³

OH SO GOOD.

Light and moist, our layer cakes and cupcakes are consumer preferred, with the taste and texture they've come to count on and crave.

CONSISTENT & CONVENIENT.

Our uniced cakes and cupcakes arrive fully baked and full of possibilities. A simple thaw, and they're ready to decorate.

EASY TO HANDLE.

Anyone can handle these cakes and cupcakes with ease, no matter their experience level.

LET'S BUILD SOMETHING GREAT.

From 5" Rounds to Full Sheets in fun, tempting flavors, these cakes and cupcakes are the craveable canvas for your next creation — from Instagrammable ideas, seasonal inspirations and themed LTOS.



PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE AMBIENT/ FROZEN (DAYS)
ALLEN UNICED 5" ROUND SINGLE LAYER CAKES			
05280	5" Chocolate Layer Cake	48/4.16	5/450
05754	5" White Layer Cake	48/4.16	5/450
07486	5" Yellow Layer Cake	48/4.16	5/450
09922	5" Carrot Layer Cake	48/5.6	5/450
10634	5" Chocolate Layer Cake - Split	48/4.16	5/365
10637	5" Yellow Layer Cake - Split	48/4.16	5/365
14844	5" Red Velvet Layer Cake - Split	48/4.16	5/450
ALLEN UNICED 7" ROUND SINGLE LAYER CAKES			
05253	7" Yellow Layer Cake	24/9.25	5/365
05261	7" Chocolate Layer Cake	24/9.25	5/365
06523	7" White Layer Cake	24/9.25	5/365
06961	7" Chocolate Layer Cake - Split	24/9.25	5/365
07849	7" Yellow Layer Cake - Split	24/9.25	5/365
08692	7" Red Velvet Layer Cake	24/9.25	5/365
09923	7" Carrot Layer Cake	24/13.76	5/365
13254	7" White Marble Layer Cake	24/9.25	5/365
ALLEN UNICED 8" ROUND SINGLE LAYER CAKES			
00830	8" Almond Layer Cake	24/13	5/365
03275	8" Chocolate Layer Cake	24/12.5	5/365
03278	8" Yellow Layer Cake	24/12.5	5/365
03554	8" White Layer Cake	24/12.5	5/365
03597	8" Yellow Marble Layer Cake	24/12.5	5/365
06780	8" Chocolate Layer Cake	30/10	5/365
06846	8" White Layer Cake	30/10	5/365
06915	8" Red Velvet Layer Cake	24/12.5	5/365
35589	8" Butter Vanilla Layer Cake	24/16	5/365
90040	8" Italian Crème Layer Cake	24/16	5/365
90096	8" Carrot Layer Cake	24/19	5/365
23610	8" Strawberry Layer Cake	24/12.5	5/365
ALLEN UNICED 10" ROUND SINGLE LAYER CAKES			
06035	10" Yellow Layer Cake	12/20.5	5/450
06044	10" Chocolate Layer Cake	12/20.5	5/450
06139	10" White Layer Cake	12/20.5	5/450
ALLEN UNICED 1/4 SHEET LAYER CAKES			
04841	1/4 Sheet Chocolate Layer Cake	12/30	5/365
04843	1/4 Sheet Yellow Layer Cake	12/30	5/365
04844	1/4 Sheet White Layer Cake	12/30	5/365
ALLEN UNICED 1/2 SHEET LAYER CAKES			
03280	1/2 Sheet Yellow Layer Cake	5/58	5/365
03596	1/2 Sheet Yellow Marble Layer Cake	5/58	5/365
03552	1/2 Sheet White Layer Cake	5/58	5/365
04720	1/2 Sheet White Marble Layer Cake	5/58	5/365
06711	1/2 Sheet Chocolate Layer Cake	5/48	5/365
06712	1/2 Sheet White Layer Cake	5/48	5/365
06713	1/2 Sheet Yellow Marble Layer Cake	5/48	5/365
07408	1/2 Sheet Red Velvet Layer Cake	5/58	5/365
03277	1/2 Sheet Chocolate Layer Cake	5/58	5/365
16700	1/2 Sheet White Layer Cake	8/40	5/365
16702	1/2 Sheet Chocolate Layer Cake	8/40	5/365
16703	1/2 Sheet Yellow Marble Layer Cake	8/40	5/365
35578	1/2 Sheet Butter Vanilla Layer Cake	4/68	5/365
91713	1/2 Sheet Carrot Layer Cake	5/76	5/365
14099	1/2 Sheet Strawberry Layer Cake	5/58	5/365
22892	1/2 Sheet Almond Layer Cake	5/58	5/365
ALLEN UNICED FULL SHEET LAYER CAKES			
03473	Full Sheet Yellow Layer Cake	3/116	5/365
03501	Full Sheet Chocolate Layer Cake	3/116	5/365
03553	Full Sheet White Layer Cake	3/116	5/365
04498	Full Sheet Yellow Marble Layer Cake	3/116	5/365
ALLEN UNICED CUPCAKES			
10682	Almond Cupcake Naturally & Artificially Flavored	1.15/144	5/365
03474	Yellow Cupcake	1.15/144	5/365
03499	Chocolate Cupcake	1.15/144	5/365
07487	Confetti Cupcake	1.15/96	5/365
15320	Strawberry Naturally & Artificially Flavored	1.15/144	5/450
15549	Pumpkin Cupcake	1.5/144	5/450
08690	Red Velvet Cupcake	1.5/144	5/365
05371	White Cupcake	1.15/144	5/365

¹ Verified Market Research, 2023² IRI Integrated Fresh Panel, 2023³ SNAP! Datassential Desserts Keynote, 2023

INFINITE POSSIBILITIES.
ONE FAMILY.

Contact your Rich's rep today, or visit richsusa.com

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