



# SHAKE THINGS UP ON CAMPUS.

**It's always milkshake-o'clock on campus.**

With f'real by Rich's, your students (and staff) can enjoy delicious, fun, freshly blended frozen beverages in no time – without significant labor or mess concerns. Serve up milkshakes, smoothies, blended bowls, frozen coffees and more with the simple touch of a button! Choose from our self-serve B6 Blender or back of house B7 Blender program, both offering automatic low-touch blending and our handy pre-filled cups. Find out which one is right for your C&U operation!

**49%**  
OF GEN Z'S LAST  
DESSERT MOTIVATION  
WAS TO TREAT  
THEMSELVES<sup>1</sup>

**82%**  
OF CONSUMERS  
LIKE OR LOVE  
MILKSHAKES<sup>1</sup>

NEARLY  
**1 IN 5**  
IMPULSE BUYS  
IS A SELF-SERVE  
COLD OR FROZEN  
BEVERAGE<sup>2</sup>





# SELF-SERVE SHAKES AND SMOOTHIES.

f'real by Rich's self-serve beverage program lets students blend their own milkshakes and plant-based smoothies with the push of a button. Choose from our many blender and freezer configuration options for a set-up that works best for your campus operation. Your students will take care of the blending – all you need to do is stock the freezer with our pre-filled cups, available in 10 core flavors – and don't forget about our fun seasonal LTOs!



## WHERE DOES F'REAL BY RICH'S B6 PERFORM BEST?\*

\* B6 requires waterline and drain access.

- DORM CONVENIENCE STORES
- CAMPUS GRAB 'N GO MARKETS
- STUDENT UNIONS
- CAMPUS DINING HALLS
- CAMPUS FOOD COURTS

CHOOSE FROM OUR 10 CORE FLAVORS, PLUS NEW LIMITED EDITIONS EACH YEAR!



# SMOOTH OPERATOR.

Crafting creatively customizable frozen beverages is easier than ever with the f'real by Rich's Foodservice Blender. Plug in our patented B7 Blender, load up one of our freezers with f'real cups and you have an instant blended beverage program — driving revenue while cutting your time, training and clean-up costs. Choose from pre-mixed Blend & Serve cups for shakes and smoothies in 7 flavors, or add your signature spin with syrups, purées, inclusions and more to the base ingredients in our 2 customizable Made to Order shake and smoothie base cups.

## BACK OF HOUSE POSSIBILITIES.



**NO DRAIN OR  
WATERLINE  
REQUIRED!**



**2 FREEZER OPTIONS  
FOR CONVENIENT  
CUP STORAGE!**



## WHERE DOES F'REAL BY RICH'S B7 PERFORM BEST?

- ON-CAMPUS RESTAURANTS
- SPORTS STADIUMS
- STUDENT ATHLETE FEEDINGS
- CAMPUS CATERING
- ...AND MORE!

**CHOOSE FROM 7 BLEND & SERVE FLAVORS, OR 2 MADE TO ORDER BASES!**







I get hot at work, so I get 2 to 3 f'reals every day.



I grew up on f'real. Now I'm a grown man happy as a clam whenever I find one.



f'real milkshakes have my heart. They are sooo good and trendy too.



I've been drinking f'real for a solid 10 years.

- 1 SNAP! Datassential Desserts Keynote, 2023  
 2 Datassential 'Convenience Stores' Keynote Report, 2023  
 3 SNAP! Datassential Snacking Keynote, 2023  
 4 Independent Seurat f'real Consumer Study, Oct. 2022

# THE F'REAL DEAL.

## LOW LABOR

Both blender programs offer low-touch blending without measuring, scooping or pouring. The f'real by Rich's B6 Blender even has self-sanitizing and internal cleaning systems.

## QUICK AND CONVENIENT

Students often turn to blended beverages, such as a smoothie or a shake, for an on-the-go snack or meal replacement. f'real by Rich's delivers shakes without the wait! Cups, lids, straws and spoons are available for both programs.

## GEN Z-APPROVED FLAVORS

From shakes made with real milk to plant-based smoothies made with real fruit — f'real by Rich's has all the delicious, trendy flavors your students crave in our pre-mixed Blend & Serve Cups.

30%

OF F'REAL CONSUMERS SAY VARIETY IS THEIR FAVORITE THING ABOUT F'REAL VS. THE COMPETITION<sup>4</sup>



## BRAND LOVE

f'real is loved and recognized by Gen Z, consistently delivering sheer happiness in a cup, with over 20K locations worldwide.

F'REAL HAS **OVER 830K** TIKTOK FANS

**TWO BEVERAGE PROGRAMS.  
TWO WAYS TO BLEND SIP CHILL.  
WHICH IS RIGHT FOR YOU?**



**B6 SELF-SERVE**



**B7 BACK OF HOUSE**

Want to take it for a spin? Learn more at [richsusa.com/freal-foodservice](https://richsusa.com/freal-foodservice)

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