



THE ULTIMATE BAKERY CASE UPGRADE.

FLIPS PORTFOLIO (FILLED CROISSANTS)

Meet your customers' new pastry favorite. Soft, flaky and buttery croissants with all natural fillings, including raspberry cream cheese, blueberry cream cheese and chocolate – Rich's Filled Croissants offer freezer-to-oven ease and deliver sweet, fresh baked satisfaction. Treats perfect for sweet cravings on-the-go or sharing with others, these filled croissants offer irresistibly delicious handheld delights in flavors that everyone can get behind. Treats so good, your tastebuds will do flips!

CROISSANTS ARE THE
**#1 SELLING
"BREAKFAST"
ITEM**
WITHIN ISB.
NIELSEN, JAN. 2025



From Freezer TO FRESH- BAKED BLISS.

48%

OF CONSUMERS ARE LIKELY TO PURCHASE A BAKED GOOD AS A SNACK.

SNAP! Datassential Snacking Keynote, 2023

74%

OF CONSUMERS ARE HAVING A SNACK IN PLACE OF A TRADITIONAL MEAL AT LEAST 1X PER WEEK.

Technomic C-Store Market Report, 2023



READY IN MINUTES.

Low labor and low hassle, Flips come pre-proofed and ready for the oven. Simply place frozen filled croissants on a baking sheet, bake and serve!

FAN FAVORITE FLAVORS.

Our Flips portfolio offers three delicious flavors consumers will love; Raspberry Cream Cheese, Blueberry Cream Cheese and Chocolate. Enjoy these all-butter layers of laminated dough for any occasion – whether it be a grab-and-go snack, sweet breakfast pastry or dessert.

READY TO WOW.

Serve baked as-is, drizzle with icing, or top with powdered sugar or any other creative toppings you can think up! Consider serving them warm to give customers the taste and aroma of a fresh baked experience.

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (OZ)	SHELF LIFE (DAYS FROZEN)
41540	Raspberry Cream Cheese Flip	48/4.1	270
24944	Blueberry Cream Cheese Flip	48/4	270
24945	Chocolate Flip	48/3.2	270



INFINITE POSSIBILITIES.
ONE FAMILY.

Contact your Rich's rep today to learn more.

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