



FRESH BAKED BREAKTHROUGH.

NO PROOF BREAD AND ROLL DOUGH

Over proofing. Under proofing. Proofing too much product, or too little. And the time it all takes! Proofing can be a tricky balancing act, yet it's always been a necessary step to deliver on your consumers' fresh baked expectations — until now. Rich's No Proof Bread and Roll Dough provide breakthrough solutions that thaw under refrigeration, then go directly into your oven with no proofing or floor time.

**THAT'S A FRESH START
FOR FRESH BAKED.**



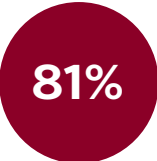
SHOPPERS NOTE
FRESHNESS
AS THE MOST
IMPORTANT QUALITY
WHEN BUYING
BAKERY ITEMS.

TECHNOMIC FOODSERVICE
BAKERY STUDY - 2023

Goodbye, Proofing. HELLO, FRESH BAKED.



GROWTH OF FRESH BREADS AND ROLLS SALES IN THE LAST YEAR.
Nielson, 2024



OF OPERATORS CITE LABOR SAVINGS AS ONE KEY CONSIDERATION WHEN IT COMES TO SELECTING BREAD AND ROLL FORMATS.
Technomic, The 2023 Away-From-Home Bakery Products Category Assessment

NO PROOF. NO PROBLEM.

Bread and roll dough that thaws under refrigeration, then goes right into the oven with no proofing or floor time for a fresh baked aroma, appearance, texture and taste.

FRESH BAKED MADE EASY.

Thaw, score, bake. That's it! Oh-so-easy handling with all the creative flexibility to shape, top and season — and bake on demand when the rush hits.

DOUGH MORE WITH LESS.

From improper proofing, to the waste or missed opportunity of pulling too much or too little product, to the time it takes and labor challenges — they all vanish with No Proof.

GO AHEAD, READ THE LABEL.

Our No Proof Bread and Roll Dough meets our Clean Label Guidelines with simple, recognizable ingredients that you and your consumers can feel good about.



ITALIAN SUB SANDWICH ON
NO PROOF WHITE SUB ROLL DOUGH



SOUTHWEST PULLED PORK WAFFLE TACO
ON NO PROOF WHITE DINNER ROLL DOUGH

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ SIZE (oz)	SHELF LIFE (DAYS FROZEN)
21994	No Proof White Dinner Roll Dough	288/1.5	120
21985	No Proof Wheat Dinner Roll Dough	288/1.5	120
21986	No Proof White Sandwich Roll Dough	120/3.0	120
21987	No Proof Wheat Sandwich Roll Dough	120/3.0	120
21988	No Proof White Sub Roll Dough	60/7.5	120
21989	No Proof Wheat Sub Roll Dough	60/7.5	120
22260	No Proof 51% Whole Grain Mini Submarine Dough	200/2.6	120
21980	No Proof White Hoagie Roll Dough	100/4.3	120
21981	No Proof Wheat Hoagie Roll Dough	100/4.3	120
21982	No Proof White Bread Dough	20/21	120
21993	No Proof Wheat Bread Dough	20/21	120



INFINITE POSSIBILITIES.
ONE FAMILY.