



# FRESHNESS THAT LASTS.

## **RICH'S FULLY FINISHED DONUT PORTFOLIO.**

Keep your bakery display eye-catching and inviting all day long with Rich's Fully Finished Donuts. These donuts stay fresher 2x longer than other bakery options – with our exclusive extended shelf-life recipes that outlast the competition by a full day. After a quick thaw, you'll have donuts with the quality, taste and vibrant visual appeal consumers can't resist – all while reducing waste and saving on time and labor. With our Fully Finished Donut Portfolio, you won't miss an opportunity to satisfy any donut craving.

**DELIVER ALL DAY DONUT DELIGHT.**



**47%**

GROWTH OF DONUTS  
ON MENUS IN THE  
PAST 10 YEARS.<sup>1</sup>

**68%**

OF CONSUMERS CITE  
'SNACKING' AS A TOP OCCASION  
FOR EATING DONUTS.<sup>1</sup>



DONUTS ARE IN THE 99TH  
PERCENTILE OF ALL CONSUMER  
FOOD AND BEVERAGE ITEMS  
IN POPULARITY.<sup>2</sup>

DELICIOUSLY FRESH. ANY TIME, ANYWHERE.



BAKERY  
FRESH FOR  
2x LONGER!

TASTE THAT WON'T GO TO WASTE.

A longer ambient shelf life means our donuts will stay fresh for at least 2x longer than other options. Our exclusive donut recipes last a full 48 hours in a bakery case — unlike other donuts that get stale within hours — helping to increase sales with an appealing, fully stocked donut case.



SWEETNESS THAT LASTS.

An afternoon restock often comes with waste concerns. Our Fully Finished Donuts are designed with operators in mind, to stay in tip-top shape in your donut case. By maintaining its airy, soft texture, fresh flavor and visual appeal, your consumers will have the freshest pick, every time.



BAKED AND READY TO GO.

Tray packs and clamshell solutions arrive individually labeled to make stocking and restocking a breeze - for a time-saving solution that consistently makes a lasting impression. They are also fully recyclable!



A DONUT FOR EVERY CRAVING.

Capture every donut craving on the spot with Rich's Fully Finished Donut Portfolio - spanning glazed, yeast and specialty donuts.



LOOKING FOR A RETAIL-  
READY OPTION?

Convenient clamshell solutions are also available with a 5-day shelf life for yeast donuts (12 count and 6 count Glazed Rings).

FULLY FINISHED DONUTS

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/ PACK	CASE COUNT	SHELF LIFE AMBIENT/FROZEN (HOURS/DAYS)
19860	Glazed Pershing	8/4CT	32	48/270
24035	OSTS Glazed Yeast Ring 12ct	8/12CT	32	48/270
24036	OSTS Glazed Yeast Ring 6ct	8/6CT	48	48/270
24037	Glazed Yeast Ring Tray Pack	8/6CT	48	48/270
24039	Glazed Apple Fritter	8/4CT	32	48/270

<sup>1</sup> Donuts, Datassential 2024 | <sup>2</sup> Rich's Donut Consumer Survey, May 2024



INFINITE POSSIBILITIES.  
ONE FAMILY.®

Contact your Rich's rep today, or visit [richsusa.com/fully-finished-donuts](https://richsusa.com/fully-finished-donuts)

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