



FEEDING GEN ALPHA.

GEN-ALPHA APPROVED EATS INSPIRATION GUIDE

Meet Generation Alpha: born between 2010 and 2024 — and shaking up the school lunch scene. With diverse backgrounds, global palates and adventurous appetites, they're more open to trying new flavors than any generation before, though they still love their comfort classics.

This inspiration guide is packed with craveable, kid-approved applications that check all the boxes:

- ✓ Easy to execute
- ✓ Meets USDA standards

LET'S DIG IN.



GEN ALPHA FAST FACTS:



65% HAVE TRIED A NEW FOOD WITHIN THE LAST WEEK.



GLOBAL THINKERS, DUE TO ACCESS TO INFORMATION FROM ALL OVER THE WORLD.



MOST DIVERSE GENERATION TO DATE.

DIPPABLE. SHAREABLE. A+ Snackable.

Mexican Hot Chocolate Shaker Churros with Whole Grain Rich Churro Bites

A sweet and spicy twist on churros with the trending flavor of Mexican hot chocolate. This hands-on treat lets students play with their food by dipping and shaking!

PC 24409

SERVE WITH A CUP OF CHOCOLATE SAUCE, HAZELNUT SPREAD OR WHIPPED TOPPING WITH FRUIT!



SWEET AND SPICY IS A TRENDING FLAVOR CONCEPT FOR GEN ALPHA.²



PC 22260

RICH'S MINI SUB ROLL DOUGH SHAPES UP ANY WAY YOU LIKE FOR TOTAL MENU VERSATILITY.

Ultimate Cheesy Breadstick with Whole Grain No Proof Mini Sub-Roll Dough

Say cheese! This melty, marinara-ready breadstick is everything students want: warm, handheld and made for dipping.



Chicken Po Boy with Whole Grain No Proof Mini Sub-Roll Dough

This Southern classic with a school-friendly twist introduces regional flair in a familiar format that's just adventurous enough for Gen Alpha.

SHAPE IT.



BAKE IT.



Mexican Street Corn Nachos with Whole Grain Mexican Street Corn Inspired Bites

This dippable, hands-on format taps into trending flavors while helping introduce students to something just outside the norm — right where they love to explore.



STREET CORN HAS SEEN A **74%** INCREASE ON FOODSERVICE MENUS SINCE 2020.¹

PC 24344



Mexican Street Corn Breakfast Wrap with Whole Grain Mexican Street Corn Inspired Bites

Wake up their taste buds with a bold new spin on breakfast! This wrap pairs the sweet heat of elote flavor with an easy-to-handle handheld format kids already love.

Buffalo Chicken Wing Pinwheels with Blue Cheese with 16" Whole Grain Proof & Bake Sheeted Pizza Dough

Bring the zing of Buffalo wings into a portable pinwheel format!



IN THE PAST 12 MONTHS, HOT HONEY HAS GROWN **36%** ON US MENUS.²

PC 17015



HOT HONEY IS PROJECTED TO GROW OVER **165%** ON US MENUS IN THE NEXT 4 YEARS.²

TURN CLASSIC PIZZA INGREDIENTS INTO A FRESH, EXCITING EXPERIENCE FOR KIDS!

Cheese and Pepperoni Pinwheel with Hot Honey with 16" Whole Grain Proof & Bake Sheeted Pizza Dough

Take the classic pizza pinwheel up a notch with the bold, sweet heat of hot honey — an in-demand flavor!

FLAVOR THAT MAKES THE HONOR ROLL.

Fresh takes, fun formats, and kid-approved flair. Rich's Gen Alpha Menu Solutions turn everyday meals into something students actually get excited about.

PRODUCT CODE	PRODUCT DESCRIPTION	USDA STANDARDS	CASE/ SIZE (OZ)	SHELF LIFE (DAYS FROZEN)
22260	No Proof 51% Whole Grain Mini Submarine Dough	2 oz. grain eq. per 1 pc.	200/2.6	120
24344	Whole Grain Mexican Street Corn Inspired Bites	1.25 oz. grain eq./1.00MMA per 5 pc	6/5	540
24409	Whole Grain Rich Churro Bite	1 oz. grain eq. per 4 pc.	440/0.4	270
17015	16" Fresh 'N Ready Whole Grain Rich Oven Rising Sheeted Pizza Dough With Sauce Ring	2 oz. grain eq. per 1/8 crust	20/27.5	135

¹ Datassential: Guide to Gen Alpha, September 2023 ² SNAP! Datassential, 2025



INFINITE POSSIBILITIES.
ONE FAMILY.

Learn more about Rich's Gen Alpha Menu Solutions at richusa.com/business-solutions/k-12

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