



C-STORE SOLUTIONS FOR WHAT'S NOW & WHAT'S NEXT.



WELCOME TO THE *Future of C-Store.*

Today's consumers' on-the-go lifestyles demand convenience. C-stores are evolving into one-stop-shops built around more than just fuel. They're an in-and-out snack haven, a quick, hot breakfast to go, a pit-stop for a midday pick-me-up, or a place to find an easy family dinner on the way home. Consumers expect all of this with speed and affordability, as well as quality, customizability and variety. That's where Rich's comes in.



72%

OF CONSUMERS
VIEW C-STORES AS
ALTERNATIVES
TO QSR¹



C-STORES WITH
MADE-TO-ORDER
FOOD SEE A
20% LIFT
FROM LOYALTY
MEMBERS¹





**C-STORE
CUSTOMERS SAVE
AN AVERAGE OF 3
MINUTES OF WAIT
TIME VS. A QSR²**

78%
OF CONSUMERS
HAVE BEEN INSIDE
A C-STORE WITHIN
THE LAST WEEK³

62%
OF CONSUMERS
PURCHASED A
PREPARED COLD,
FROZEN, AND/OR HOT
BEVERAGE DURING
THEIR LAST C-STORE
VISIT³

**OVER 2/5
OF CONSUMERS
MADE AN
IMPULSE
PURCHASE
ON THEIR LAST
C-STORE VISIT³**



MEET YOUR C-STORE *Partner.*

Rich's is here for you with an endlessly-innovative portfolio crafted for c-store categories, and an insight-driven partnership that puts 80 years of culinary expertise in your corner.

SEE HOW FAR WE CAN GO TOGETHER.

Connect With A
C-Store Expert



THE PERFECT PIZZA PARTNER.



Ready-To-Stretch
Just take out of the cooler, stretch, top and bake!



Fresh 'N Ready™ Oven Rising Sheeted Pizza Dough
Freezer-to-oven dough that bakes into pizzeria quality crust!



Parbaked Pizza Crusts
Ready to top, bake and serve — in minutes!



Flatbreads
Simply thaw and prepare any way you like!



Cheesy Pull Apart Flatbread
Pre-topped and ready to rip apart into individual cheesy sticks!



Fully Topped Pizza
Ready to bake as-is, or add your signature toppings!

Consumers are turning to c-stores over their local pizza shop for convenience, consistency and affordability. With the right products, the pizza possibilities are limitless for c-stores — from highly customizable pies to creative LTOs with little labor. Rich's is proud to offer the most diverse and flexible frozen dough, crust and fully topped pizza portfolio in the market.

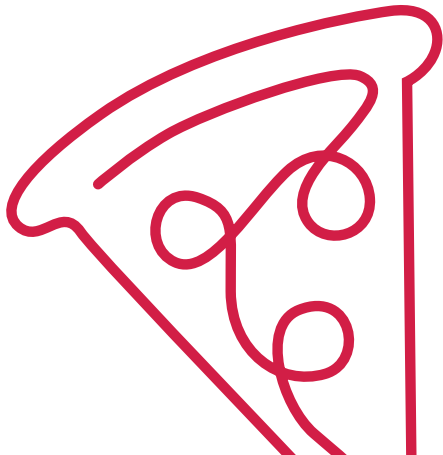
Let's discover your edge.

PIZZA IS THE MOST POPULAR PREPARED FOOD PURCHASE AT C-STORES³

3/4 CONSUMERS WHOSE HOUSEHOLDS HAVE EATEN STORE-BOUGHT PIZZA IN THE LAST 3 MONTHS⁴

52% C-STORE CONSUMERS INTERESTED IN CUSTOMIZABLE, BUILD-YOUR-OWN PIZZA³

41% SAY A LARGE VARIETY OF TOPPINGS/FLAVORS WOULD MAKE THEM MORE LIKELY TO ORDER PIZZA FROM A C-STORE³



Explore More Pizza Solutions



WHERE CRAVINGS MEET CONVENIENCE.

Hot Case Solutions

C-stores have become mealtime destinations beyond just pizza — from breakfast to late-night bites. Pair Rich's versatile portfolio of hot case products with our insight and expertise to ensure you have the solutions that satisfy cravings and inspire return trips.

46%

SNACK PURCHASES THAT ARE PREPARED FOOD AND BEVERAGES³

HANDHELD ITEMS & BAKED GOODS

C-STORE FOODSERVICE SNACK PURCHASES THAT ARE IMPULSE BUYS⁴

QUICK SNACKS

C-STORE PREPARED FOOD IS MOST APPEALING TO CONSUMERS WHEN THEY'RE LOOKING FOR A QUICK BITE³

CRISPY, CRAVEABLE BITES

Farm Rich™ Bites

Poppable, par fry bites in bold, craveable flavors from grilled cheese and Mexican street corn to fried brownie and cookie dough.



Sweet & Savory

BREAKFAST ALL DAY LONG.

French Toast Sticks

A sweet breakfast or anytime snack menu staple, ready in minutes!



APPEALING APPS AND SNACKS.

Mozzarella Cheese Sticks

An easy, cheesy, stretchy crowd-pleaser with real, melty mozzarella.

PIZZA TURNED INSIDE OUT.

Breaded Pizza Cheese Crunchers

Mess-free breaded crunchers with cheesy mozzarella and sauce on the inside.



Explore More Hot Case Solutions

A QR code is located in the bottom right corner of the page, enclosed in a dark red rounded rectangle. Above the QR code is the text "Explore More Hot Case Solutions" in a white, cursive font. A white arrow points from the text to the QR code.

SOLUTIONS FOR EVERY SIP.

A morning must-have. A planned afternoon pick-me-up treat. Or an impulse refresh. Beverages are one of the main attractions that draw shoppers into your store. Despite their popularity, there's still room to grow. Customizability, increased variety and blended drinks are all areas of opportunity to meet consumer cravings. Rich's is here with unique beverage bar solutions that check all these boxes to drive more repeat visits and grow tickets.

1 IN 5 IMPULSE BUYS THAT ARE A SELF-SERVE COLD OR FROZEN BEVERAGE³

62% CONSUMERS WHO PURCHASED A PREPARED COLD, FROZEN, AND/OR HOT BEVERAGE DURING THEIR LAST C-STORE VISIT³

52% CONSUMERS WHO PURCHASE BEVERAGES ALWAYS OR FREQUENTLY WHEN VISITING A C-STORE³

72% CONSUMERS WHO SAY THE ABILITY TO CUSTOMIZE BEVERAGES WOULD MAKE THEM CHOOSE A C-STORE OVER AN ALTERNATIVE OPTION³

SELF-SERVE SHAKES AND SMOOTHIES.

f'real By Rich's B6 Self-Serve Blender

Let your customers blend their own shakes, smoothies and more with the simple push of a button.



DELICIOUS FAN-FAVORITE AND ON-TREND FLAVORS!

AUTOMATIC LOW-TOUCH BLENDING!



CUSTOM SHAKES AND SMOOTHIES — SIMPLIFIED.

f'real By Rich's B7 Back-Of-House Blender

Craft any customizable frozen beverage in under a minute with our B7 Blender and Blend & Serve and Made-to-Order Cups.



Explore More Beverage Solutions



PRE-WHIPPED TOPPING THAT WOWS.

On Top® Whipped Topping

Picture-perfect pre-whipped beverage topping available in a spectrum of flavors.



ONE-BUTTON BLENDED BEVERAGES.

f'real by Rich's

Full frozen beverage program, including blenders and pre-mixed cups.

DIY DOLLOPS.

Mytop® Whipped Topping & Dispenser

Offer do-it-yourself beverage customization!



+1948%
GROWTH OF COLD FOAM IN THE PAST 4 YEARS⁵

CAPTURE THE COLD FOAM CRAZE.

On Top® Soft Whip
Light, pourable sweet cold foam topping.



A CREAMER THAT DOES IT ALL.

All-In-One Creamer
Pourable, multi-functional solution for all of your unique sippable creations — coffee, bubble teas, dirty sodas and more.



YOUR GRAB 'N GO COVERED.

Fully finished. Individually wrapped. Perfectly portioned. Your customers are on the move, and they want quick, fulfilling and unique options that are ready to go NOW. Rich's grab 'n go and cold case solutions provide maximum convenience and satisfaction with minimum labor and contact. You'll deliver daily delight, inspire impulses and create cravings that will keep them coming back.

35%

CONSUMERS WHO BUY THEMSELVES A SMALL TREAT WHEN THEY'RE FEELING DOWN OR NEED A PICK-ME-UP⁶

1 IN 3

GEN ZERS THAT ENJOY SNACKS OUTSIDE OF REGULAR MEALS ONCE OR SEVERAL TIMES A DAY⁶

45%

CONSUMERS WHOSE 'LITTLE TREAT' MOMENTS ARE SPONTANEOUS⁶



CRUSH CAKE CRAVINGS ON THE GO.

Cake Squares

Baked, iced and ready to thaw and sell!

Grab 'N Go Solutions



INSTANT INDULGENCES.

Mousse Parfait Cups

Fully finished, tastefully packaged and ready-to-delight layered mousse dessert cups!

Cake Parfait Cups

Irresistible pre-portioned parfaits layered with cake, filling and whipped topping in every scoop — available in nostalgic flavors and fan-favorite brands, like REESE'S® and Funfetti®.



Explore More
Grab 'N Go Solutions



UNWRAP HAPPINESS.

*Individually
Wrapped Cookies*

Fully baked and ready to
sell. Available in a variety
of fun and classic flavors!

53%
CONSUMERS WHO
SAY THEIR GO-TO
SNACK IS A COOKIE
OR BAKED GOOD®



Filled Cookies

Fully baked, individually
wrapped cookies stuffed with
sweet filling in the center.



Sweet Middles

Mini cream-filled, soft
sugar cookie sandwiches
— retail ready to delight!



EVERYTHING YOU NEED FOR SWEET SUCCESS.

Bakery Case Solutions

A bakery case full of fresh donuts, cookies, sweet goods and more captures attention and inspires impulse buys. Rich's not only offers an unmatched portfolio of beloved, versatile baked goods, we have the merchandising, equipment and smallware solutions that allow you to elevate your bakery program with ease — and sweeten your sales.

FRESHNESS & INDULGENCE

THE LEADING DECISION DRIVERS FOR BAKERY OFFERINGS⁷

DONUT LOVE

39% OF CONSUMERS CITE DONUTS AS THEIR GO-TO SNACK⁶

PASTRY PERFECTION.

Flips (Filled Croissants)

Soft and flaky filled croissants — perfect for a sweet snack, breakfast pastry or dessert.

Fully Finished Cinnamon Rolls

Super moist and perfectly sweet — sell as-is or add additional icings and toppings to inspire impulse buys!



Cinnamon Roll Dough

Sweet, tender, buttery dough filled with a rich, dark cinnamon paste — bake up a cinn-fully good sweet treat.

Baked Bulk Cookies

Fully baked cookies that deliver bakery quality without the need to bake!

FUEL COOKIE CRAVINGS.

Cookie Dough

Pre-made doughs that go from freezer to oven, available in a variety of flavors and price points.

MAKE COOKIES WORTH STOPPING IN FOR WITH RICH'S ARRAY OF FLAVORS AND FORMATS!

Specialty Doughs

Creative specialty dough solutions, from decadent cookies to seasonal cut-outs and scones.





76%
OF CONSUMERS
LIKE OR LOVE
DONUT HOLES⁶

**DONUTS
WORTH THE
DETOUR.**

Donut Bites
Poppable and snackable
bite-sized donuts — ready
for a simple thaw and
optional oven refresh!



Explore More Bakery
Case Solutions

Fully Finished Donuts
Picture-perfect donuts
that stay fresh for at
least 2X longer than
other bakery options!

68%
OF DONUT
PURCHASES ARE
PAIRED WITH
BEVERAGES⁸

*Ready-To-Finish
Specialty Donuts*

Specialty donuts
ready for a quick thaw
and oven refresh that
level up your c-store
bakery case!



Ready-To-Finish Donuts
Donuts ready to transform
into your own creations
with glaze, icing, powder,
sprinkles and more!

**MERCHANDISING
SOLUTIONS At
Your Convenience.**

Whether you're starting a bakery program from scratch or simply looking to elevate, Rich's Marketplace has all the merchandising, equipment and smallware gear you need in one convenient location.

To learn more, visit richsmarketplace.com.

Scan To
Learn More



LET'S SEE WHAT'S IN STORE.



*Explore All Of
Our C-Store
Solutions.*

1 - C-Store Dive, January 2026 2 - Cardlytics, 2025 3 - C-Store Datassential Report, 2026 4 - Mintel, Pizza November 2025 5 - Datassential, 2026 6 - Datassential Little Treat Culture Report, 2025
7 - Technomic 'Bakery' Report, 2025 8 - 'Donuts Market Overview,' Industry Research, 2026



INFINITE POSSIBILITIES.
ONE FAMILY.

To learn more about Rich's c-store solutions, contact your Rich's rep or visit richsusa.com/business-solutions/convenience