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PRESS RELEASE

RICH'S LAUNCHES FIVE BREAKFAST SWEETS THAT ARE ALSO AFTERNOON TREATS

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Breakfast is the fastest growing daypart and consumers enjoy breakfast items all day. To meet this growing trend, Rich Products is adding five delicious options to its convenience channel foodservice offerings: Hashtag Donuts, French Toast Breakfast Bites, Pancake Breakfast Bites, and Ultimate Breakfast Rounds (ubr®) Bites in Cinnamon and Double Chocolate flavors.

Fifty-four percent of consumers said they enjoy eating breakfast foods at nontraditional times, according to the Technomic Breakfast Trends Report (Feb. 2016). Illustrating this fact, afternoons and evenings make up 41 percent of donut sales (Datassential MenuTrends Gourmet Doughnuts Report).

"C-store consumers are seeking delicious breakfast and snacking options that are poppable and sharable. Our four new bite-sized options appeal to these consumers," says Cheri F. Marchionda, director of sales – convenience for Rich Products Corporation. "Our new Bites also satisfy those seeking a happy medium between healthy and indulgent, since they're made with whole grains and no high fructose corn syrup or artificial flavors."

French Toast and Pancake Breakfast Bites may look like donut holes, yet they offer nutritional value. Made with enriched whole grain flour, the bites contain no high fructose corn syrup, artificial colors, flavors or sweeteners. Operators can serve them in a variety of formats: dust them with powdered or cinnamon sugar, serve with syrup, dip in glaze and decorate with sprinkles. The 0.51-ounce bites are fully cooked and frozen, ready to pop into the oven for 2 to 3 minutes. There are 384 per pack, with a suggested retail price of \$.50 per three-bite serving size.



The perfect on-the-go snack, new **ubr® Bites** are fully baked and individually wrapped in four-packs for optimal convenience. Available in two flavors -- **Cinnamon and Double Chocolate** -- the chewy, round granola bites are smaller versions of the popular ubr® Breakfast Rounds. These great-tasting bites are made with whole grains and do not contain trans fat, high fructose corn syrup or artificial flavors. Originally created for the K-12 market, ubr® Bites represent a good source of fiber. These delicious 1.7-ounce bites come 75 per case with an SRP of \$0.54 per package.





The novelty **Hashtag Donut** will appeal to consumers who use hashtags every day to share what they're doing – and eating – across social media. "When we were testing Hashtag Donuts in the field, consumers posted dozens of photos of them on social media," says Marchionda. "C-stores can build buzz by posting photos of the Hashtag Donuts to their own Twitter and Facebook accounts to generate excitement and drive traffic to the bakery case."

Twitter's corporate office even used the Hashtag Donuts in August 2017 to celebrate the 10th anniversary of the day the hashtag was first used with group messages on Twitter. Associates and leadership toasted the 10-year milestone with platters and towers of Rich's fun-shaped treat. The world got a sneak preview of Rich's Hashtag Donut on Aug. 23, as the Twittersphere lit up with symbolic gestures.

The 2.0-ounce yeast-raised hashtag-shaped donut comes in a ready-to-finish format that offers quick, easy preparation: just thaw and bake for 2-3 minutes. C-stores can top them with glaze or granulated sugar, or create signature treats using cereals, candies, or seasonal ingredients for a sweet LTO. Operators can promote Hashtag Donuts with Rich's window clings and pump toppers. There are 60 per pack, with a suggested retail price of \$.99 each.

C-store operators can contact their Rich's Foodservice representative for merchandising materials. For more information, visit www.richsfoodservice.com.

MEET RICH'S

Rich's, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are used in homes, restaurants and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size. Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, deli and prepared foods, among others. Working in 100 locations globally, with annual sales exceeding \$3.7 billion, Rich's is a global leader with a focus on everything that family makes possible. Rich's® — Infinite Possibilities. One Family.

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