



PRESS RELEASE

RICH PRODUCTS EXPANDS SNACKING PORTFOLIO WITH SWEET AND SAVORY FARM RICH™ BITES

BUFFALO, N.Y. (April 7, 2026) – [Rich Products](http://RichProducts.com) is expanding its snacking portfolio with the launch of Farm Rich™ Bites, created to help convenience stores, limited-service restaurants, and foodservice operators capitalize on the growing demand for portable, snackable menu options. The five nostalgic and global flavors include: Grilled Cheese Style Bites, Queso Dip Bites, Mexican Street Corn Inspired Bites, Fried Cookie Dough Bites, and Fried Brownie Bites. The sweet and savory bites provide a convenient frozen solution that requires minimal prep and year-round menu appeal.

The Farm Rich Bites lineup gives operators flexibility with offerings that fit across multiple dayparts as a snack, dessert, or meal replacement. These will satisfy the 76% of consumers who are replacing at least one meal per week with a snack, according to Rich's 2025 Quick Bites Snacking Trends. Plus, 64% of U.S. adults are snacking at least once daily, and 27% of consumers indicate they'll be snacking more, signaling sustained category momentum, according to The Consumer Approach to Snacking from Mintel, 2026.

"Farm Rich Bites help c-store operators meet the growing demand for on-the-go, satisfying and satiating snacks and flexible menu options that require minimal prep but can be finished in a variety of ways," explains Elizabeth Sommer, Customer Marketing Manager, Rich Products. "The poppable snacks deliver convenience, consistency and sweet or savory flavors that keep consumers coming back for more."

The Bites are approachable, satisfying and snackable, whether consumers want a crispy, cheesy bite or a chocolatey, indulgent moment. Choose from five flavors:

- **[Grilled Cheese Style Bites](#)** feature a crispy and buttery coating filled with gooey real American cheese, combining the classic comfort of a grilled cheese sandwich with a bite-sized snack. Pair with tomato soup or a marinara dipping sauce.



- [**Queso Dip Bites**](#) are crispy savory treats filled with a velvety cheese mixture made with real cheddar cheese and bold seasonings. Perfect for serving with salsa, guacamole or a spicy ranch.
- [**Mexican Street Corn Inspired Bites**](#) are a blend of roasted corn, Monterey Jack cheese, jalapenos and chili lime seasoning breaded in a panko crumb. The bold flavored bite can be paired with creamy lime sauce, cotija cheese, or spicy aioli.
- [**Fried Cookie Dough Bites**](#) are a heavenly combination of gooey and delicious cookie dough enveloped in a crispy, golden shell. Reminiscent of a warm chocolate chip cookie, these combine well with ice cream, chocolate drizzle, caramel sauce, or vanilla icing.
- [**Fried Brownie Bites**](#) delight the senses with a warm, crispy exterior surrounding a rich, fudgy brownie batter center. Made with real chocolate, this sweet treat pairs well with ice cream, powdered sugar, or peanut butter icing.

Farm Rich Bites offer a quick heat-and-serve format that keeps labor minimal and quality reliable. They arrive frozen, ready to cook in an oven or fryer. Each two-pound bag contains approximately 40 to 50 pieces, and there are five bags per case, with a frozen shelf life of 540 days.

Farm Rich Bites are the latest addition to Rich's vast snacking portfolio. Foodservice operators can choose from a wide variety of snack solutions, from cookies, filled donut holes, parfait cups, brownies, cake squares, and cheesecake slices to mozzarella sticks, flatbreads, and calzones.

Discover all of Rich's solutions for convenience stores, including recipe inspiration, trends, and insights at RichsConvenience.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 \$5.8 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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