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## PRESS RELEASE

# RICH PRODUCTS ADDS DECADENT DESSERT PIZZAS AND PARFAITS TO GRAB-AND-GO PORTFOLIO FOR C-STORES

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Rich Products introduces enticingly indulgent OUR SPECIALTY TREAT SHOP™ Brownie Dessert Pizzas and Parfaits that will satisfy the sweet tooth of convenience store customers seeking grab-and-go treats. Made with REESE'S and HERSHEY'S candies, the fully finished Brownie Dessert Pizzas are packed with familiar, favorite ingredients that will score on consumer appeal and premium taste. The Parfaits, available in strawberry and chocolate, layer decadent cake, icing, and rich filling to satisfy every on-the-go craving.

Fully finished and ready to go, these turnkey solutions will save c-stores time and cut down on labor costs, while delivering on superior taste and quality. The single serve portions are individually wrapped with visual appeal to satisfy every sweet tooth.



"Irresistible OUR SPECIALTY TREAT SHOP™ desserts are ideal for c-stores who want to offer delicious indulgence, yet are challenged with limited labor," explains Alyssa Barrett, customer marketing manager – convenience, Rich Products. "These Brownie Dessert Pizzas and Parfaits are fully finished, so c-stores simply thaw and serve them. Rich's grab 'n go options are perfect for inspiring impulse purchases and creating cravings that will keep customers coming back."



To drive foot traffic and repeat visits, it's important for c-stores to offer a variety of individually wrapped options. The highest percentage of c-store grab-and-go purchases are made in the afternoon for lunch or a snack, according to the Foodservice IP "2022 Convenience Store Foodservice Study."

OUR SPECIALTY TREAT SHOP™ Brownie Dessert Pizzas will attract attention with candies that consumers know and love: HERSHEY'S and REESE'S. The exclusive chocolate chip brownie dessert pizza includes either crushed REESE'S or HERSHEY'S chips and is pre-packaged in 2-ounce servings, 48 per case, with a 30-day refrigerated shelf life.

REESE'S is the #1 selling candy brand in the U.S.<sup>1</sup> and the #3 branded ingredient on dessert menus.<sup>2</sup> HERSHEY'S is the second most powerful brand, liked or loved by 84% of consumers.<sup>2</sup>

OUR SPECIALTY TREAT SHOP™ Parfaits are another instant indulgence, enticing consumers with layers of moist cake, rich vanilla icing, and either a sweet strawberry filling or luscious chocolate icing. Featuring tasteful, convenient packaging, these buzz-worthy, on-trend parfaits arrive frozen, 8 per case, with a 365-day shelf life and a refrigerated shelf life of 10 days. Simply thaw and serve.

The four new delicious and convenient OUR SPECIALTY TREAT SHOP™ desserts are:

- **Peanut Butter Cup Brownie Dessert Pizza** is a rich, fudgy brownie base baked with creamy REESE'S Cups and finished with an icing drizzle.
- **Chocolate Chip Brownie Dessert Pizza** is an indulgent slice of chewy, fudge brownie pizza containing HERSHEY'S chocolate chip pieces, topped with a ganache drizzle and elegant chocolate curls.
- **Chocolate Parfait** combines irresistible tiers of chocolate cake, vanilla icing, and rich chocolate icing layered together as a decadent dessert in a 4-ounce cup.
- **Strawberry Parfait** is a decadent layering of vanilla cake, vanilla icing, and naturally flavored strawberry filling in a 5.5-ounce dessert cup.



These new indulgences join Rich's comprehensive portfolio of individually wrapped offerings, which includes cookies, brownies, bake-at-home breads, and a wide range of OUR SPECIALTY TREAT SHOP™ Parfait Cups, such as banana pudding, cookies 'n crème and chocolate mousse.

For details about Rich's grab-and-go sweets, c-store operators should contact their Rich's sales representative or visit [www.RichsConvenience.com](http://www.RichsConvenience.com). Developed exclusively for c-stores, the website is packed with storewide solutions for the hot case, bakery case, beverages, and grab 'n go. Check out valuable details on Rich's promotions, turnkey programs, new products, recipes, consumer insights, and more.

### MEET RICH'S FOODSERVICE.

Rich's is a family-owned food company built around the belief that inspiration can transform a business. We're invested in your long-term success, helping you win today — and plan for tomorrow. Our commitment to developing foodservice solutions shines through in the quality, versatility, value, safety and convenience in our ever-evolving catalog of product offerings. Operating in over 100 countries, our customers trust us to supply the finest toppings and icings, pizza and flatbreads, cookies and cakes, breads and rolls, sweet goods, BBQ, meatballs, appetizers and snacks, as well as gluten-free and plant-based products. Beyond our innovative products, a partnership with Rich's provides a solution-based approach — fueled by our industry-unique culinary team of CIA-trained chefs, and the insight and experience that comes with 75 years of success. Rich's® — Infinite Possibilities. One Family. Learn more at [Richsfoodservice.com](http://Richsfoodservice.com).

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<sup>1</sup>Datassential, Menu Trends

<sup>2</sup>Hershey's Consumer Chocolate Preferences Report, 2021

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