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RICH PRODUCTS CELEBRATES 80 YEARS OF FOODSERVICE INNOVATIONS AT THE 2025 NACS SHOW

BUFFALO, N.Y. (October 13, 2025) – Representing 80 years of foodservice innovation, global, family-owned [Rich Products](http://RichProducts.com) (Rich's) will demonstrate solutions for convenience store operators at the 2025 [NACS Show](http://NACSShow.com) in Chicago from Oct. 14-17. Visitors at the Rich's/f'real booth (#S5755) can win prizes playing a digital game, sample a variety of hot and cold food and drinks, and receive a tote bag with the company's 80th anniversary logo (while supplies last). Experience the wide breadth of Rich's products on display, including grab-and-go dessert cups, pizza, cookies, donuts, and a beverage station featuring creamer, cold foam, whipped topping, and [f'real](http://freal.com) shakes, smoothies, and Energy Freezes.

"We're proud to celebrate our 80th anniversary as a family-owned food company," said Megan Grinstead, Vice President, Customer and Consumer Brand Marketing, Rich Products. "Our story of innovation began in 1945, when our founder pioneered the world's first non-dairy whipped topping. That innovative spirit continues to guide us today. We're excited to showcase some of our newest solutions for c-store operators at the NACS Show. We can help them compete with QSRs with our grab-and-go and foodservice offerings that taste great, are trend forward, and easy to execute with limited labor."



Live Demonstrations

C-store operators can attend sessions led by Rich's culinarians – all trained at the Culinary Institute of America – to learn how to produce trending specialty beverages that will entice consumers and drive foot traffic. The three-minute presentations will feature recipes for dirty sodas and milkshakes using [Rich's All-In-One Creamer](http://RichsAllInOneCreamer.com), [On Top® Soft Whip Cold Foam](http://OnTopSoftWhipColdFoam.com), and [On Top® Whipped Toppings](http://OnTopWhippedToppings.com). The demos will take place on Oct. 15 and 16 at 2:30 p.m., 3:00 p.m. and 3:30 p.m.



Attendees also can access details for all of the Rich's products on display by scanning a QR code in the exhibit booth. The link is www.richsusa.com/business-solutions/convenience/nacs_2025.

New Product Innovations

NACS Show attendees can experience Rich's wide variety of delicious, sweet and savory innovations – from cookies and donuts to pizza, shakes, and whipped toppings. Items on display include several new products Rich's introduced this year:

- **New** [f'real Girl Scout Coconut Caramel milkshake](http://freal.com) made with real cookie crumbles
- **New** [On Top® Chocolate Soft Whip Cold Foam](http://OnTopSoftWhipColdFoam.com)
- **New** [Rich's All-In-One Creamer](http://RichsAllInOneCreamer.com)
- **New** Christie Cookie Co. [Celebration Cookie](http://CelebrationCookie.com)
- **New** [Baileys Irish Cream Cookie](http://BaileysIrishCreamCookie.com)

- **New** Happy Orchard Veggie-Boosted Baked Goods: [Chocolate Chip Cookie](#), [Chocolate Fudge Brownie](#), and [Banana Chocolate Chip Muffin Loaf](#)
- **New** [Fully Finished Cinnamon Rolls](#)
- **New** [Our Specialty Treat Shop™ Microbite Donuts](#)
- **New** Flips Filled Croissants in [Chocolate](#), [Blueberry Cream Cheese](#), and [Raspberry Cream Cheese](#)
- **New** Farm Rich Bites portfolio: Fried Brownie Dough Bites, Fried Cookie Dough Bites, Grilled Cheese Style Bites, Mexican Street Corn Bites, and Queso Bites
- [Rich's pizza crust solutions](#) across every category – from parbaked to gluten-free and plant-based – served at the NACS Show
- [Cookies](#) – including premium individually wrapped Christie Cookie Co. cookies in assorted flavors to meet every c-store's need
- Toppings for drinks and desserts, including the self-serve [mytop™ Whipped Topping](#) ideal for c-store coffee bars
- Grab-and-go desserts, including [Our Specialty Treat Shop™ Tres Leches Style Cake Cups](#) and [Mousse Parfait Cups](#) in a variety of decadent flavors
- **New** Barista Brownie – coming in early 2026!

Rich's offers a broad portfolio of products, plus recipes, market insights, and inspiration to help c-stores compete with QSRs. Operators can learn more by visiting [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. Learn more at [Richs.com](#) or join the conversation on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).

About f'real

f'real is a fast-growing company that designs, sells and markets blend-it-yourself milkshakes, smoothies and freezes, all made from honest ingredients, in more than 17,000 locations across the U.S. and Canada including convenience stores, colleges and universities, theaters, and military bases. The patented in-store blending system blends delicious and authentic milkshakes, smoothies and energy freezes at the touch of a button in about a minute. As the No. 1 frozen novelty offering in convenience stores, f'real's success can be attributed to continued innovation in the category and the quality of its products. f'real foods is a wholly-owned subsidiary of Rich Products Corporation. For more information, please visit [freal.com](#) or follow on [TikTok](#), [Instagram](#), and [Facebook](#).

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