



Rich Products Corporation

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PRESS RELEASE

NEW CHOCOLATE AND BLUEBERRY CREAM CHEESE FLIPS FROM RICH'S SATISFY C-STORE SNACKERS

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Fans of Raspberry Cream Cheese Flips from Rich Products (Rich's) will be thrilled to learn that the company is expanding its filled-croissant portfolio by adding mouth-watering [Chocolate Flips](#) and [Blueberry Cream Cheese Flips](#). Featuring 16 layers of flaky, laminated dough folded over a creamy filling, Flips deliver a perfect balance of indulgence and convenience. Going from freezer to oven and ready in minutes, Rich's Flips are an easy-to-prepare bakery treat requiring minimal labor.

With 74% of consumers opting for snacks in place of meals at least once a week, offering a quick yet satisfying treat is a smart move for any c-store. Plus, the premium quality of Chocolate Flips and Blueberry Cream Cheese Flips will delight most consumers, as clean label ranks as a top attribute when purchasing a dessert, according to the Technomic Bakery Transformation Report.



"Rich's Flips go from the freezer to the bakery case in minutes, delivering a fresh-baked aroma that will tantalize the tastebuds of most consumers in a convenience store," says Elizabeth Sommer, Customer Marketing Manager, Rich Products. "These pastries are the perfect addition to the bakery case, because they combine minimal preparation time and delicious ingredients."



Whether served as is, drizzled with icing, or topped with powdered sugar, Flips bring an extra layer of delight to any occasion. Chocolate Flips are 3.2 ounces, and Blueberry Cream Cheese Flips are 4 ounces each. The pastries arrive frozen with 48 per case, with a freezer shelf life of 270 days.

C-store 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 families make...possible. Learn more at Richs.com or join the conversation on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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