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PRESS RELEASE

RICH'S SHOWCASES FOODSERVICE INNOVATIONS AT 2021 NACS SHOW

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Rich Products, a leading foodservice provider for the convenience channel known for its culinary expertise, invites attendees at the [2021 NACS Show](#) to exhibit booth #6443 to meet with the company's CIA-trained culinarians and c-store sales team and to experience new food innovations. [Rich's](#) will showcase several new products for c-store bakery cases and pizza/deli offerings, including: Fully Finished Donuts, Christie Cookie Co. Baked Cookies, baked breads and rolls, Parbaked Pretzel Pizza Crust, and new innovations in plant-based products such as Cauliflower Pita Flatbread.

Rich's culinarians often collaborate with marketing and sales teams to conduct product demonstrations and help c-stores create new menu ideas, stay on top of trends, and train c-store team members. The industry-unique team of 15 CIA-trained culinarians, all Pro-Chef Level 1 Certified by the Culinary Institute of America (CIA), are experts across food categories, from trained pastry chefs to registered dietitians.



"Knowing and understanding your clientele, Rich's Culinary can help you search for ubiquitous items that then can be created in a way to differentiate yourself," says Chef Nick Cuellar, one of the Rich's culinary experts at the NACS Show. "We may recommend a different-style pizza crust, more artisanal-type breads for cold and hot sandwiches, BBQ, unique donuts and pastries, and coffee and beverage toppers."

Chef Cuellar continues: "Whether it's utilizing specific equipment or whittling down the right component, we can assist in expanding a menu offering specific to your business that can help drive revenue."

Rich's innovations on display at the show include three new products making their debut:

- Four NEW flavors of Fully Finished Donuts will delight c-stores seeking to expand offerings in the bakery case: Glazed Yeast Ring Donut, Glazed Apple Fritter Donut, Glazed Cinnamon Roll, and Cake Ring Donut.
- NEW Parbaked Pretzel Crust is a unique offering for any c-store pizza program that gives consumers a twist on the nostalgic, classic, soft pretzel.
- NEW Plant-Based Flatbreads -- Cauliflower Pita Flatbread and Chickpea Flatbread -- deliver a flavorful experience to c-store customers seeking scrumptious plant-based options.
- Christie Cookies are available in 11 premium flavors and in a variety of formats, so c-stores can select the best options for their unique needs. They can choose from seven flavors of baked fully finished cookies, which arrive eight per retail-ready box, in gourmet and crispy varieties. Also available are five tray-packed flavors that ship fully baked and frozen, which can be thawed and displayed in a bakery case, plated, or used as a component in other desserts.



NACS Show attendees can sample the new Fully Finished Donuts, Parbaked Pretzel Crust, and Christie Cookies, as well as taste different pizzas made with a variety of delectable crusts from Rich's.

"At the NACS Show, Rich's is showcasing labor-saving products, such as fully finished donuts and baked cookies that will help c-store operators keep their bakery cases full all day long and capitalize on consumers snacking throughout the day," explains Alyssa Barrett, customer marketing manager – convenience, Rich Products. "We're also featuring fully baked breads and rolls, plant-based pizza crusts and flatbreads, and our Fresh 'N Ready oven rising sheeted pizza, which are perfect for c-store operators looking to amp up their foodservice offerings with easy-to-use solutions."

Additional products Rich's will showcase at the NACS Show include:

- Fully Finished Glazed Donuts in clamshells with Glazed Yeast Twist and Glazed Old Fashioned
- Fresh 'N Ready Sheeted Pizza Dough
- Ready-to-Stretch Pizza Dough
- Gluten-free Cauliflower Pizza Crust
- Parbaked Rustic Pizza Crust
- Fully Baked Breads and Rolls, including pull-apart rolls, white ciabatta, French sandwich rolls and subs, Aloha Brioche Buns, and French Parisian sub rolls

Chef Brian Palombo will be one of the culinary experts at the NACS Show. He tempts attendees by describing one of the products available for sampling: "The new Rich's Pretzel Pizza Crust lends the ultimate 'soft pretzel' experience to a stores' pizza offerings. Imagine a buttery, salted, and crunchy outer pizza crust with a soft interior crowned with beer cheese, smoked sausage, and red onion."

C-store operators can learn more at the Rich's exhibit booth (#6443 in Exhibit Hall A) or by visiting RichsConvenience.com. The website offers tools for convenience stores to create, expand and maintain a thriving foodservice operation. Operators can access everything they need, from product training videos to equipment ordering, rebate programs, 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.

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