BUFFALO, N.Y. — The trend is clear: Consumers are increasingly demanding a unique, personalized pizzeria experience — right down to custom-crafted, authentic dough. Foodservice kitchens trying to answer the call in the face of labor demands that necessitate easy-handling products may be feeling a little… stretched.

Enter Rich Products Corporation (Rich’s), a leader and innovator of the food industry for almost 75 years, with its new Ready-To-Stretch Sheeted Pizza Dough. A labor shortage¹ means kitchen staff are stretched thin when it comes to custom orders. Ready-To-Stretch meets those challenges by putting the power of premium pizza right where it belongs — in operators’ hands.

Lorraine Grimm, Senior Product Manager at Rich’s says, "We had the research that showed the importance of crust in the hierarchy of what makes a great pizza, and used that to come up with a dough that emulates an authentic, handmade recipe in every way, but modernized it to meet the demands of today’s kitchens."

Research shows that almost half of consumers choose where they get their pizza based on “the best crust.”² Ready-To-Stretch checks the box in every category, including taste, texture and aroma compared to scratch-made dough. Plus, with the growth of fast-casual restaurants not expected to slow down anytime soon³, another major advantage with Ready-To-Stretch is its quick turnaround, going from the cooler to the oven in just minutes. Ready-To-Stretch can even be utilized to meet unexpected surges in traffic, thawing at room temperature from frozen in just 20 minutes. Ready-To-Stretch bakes consistently in any oven, including convection, wood-fired, impinger and deck ovens.

With its customized stretching, Ready-To-Stretch dough is extremely versatile and can be used not only for pizzas but also calzones, breadsticks and more. And because the entire portfolio — including Ready-To-Stretch and Ready-To-Stretch Cauliflower — comes in two different sizes (Individual — 6”/6oz. and Large — 12”/22oz.), chefs can infuse their personalities into every pie by custom stretching it to their desired size, thickness and shape.


² Technomic, 2018

“We’re letting our customers put their authenticity on display, while saying goodbye to
guesswork, in order to have artisan-quality pizza on the menu,” said Loraine Grimm.

For more information on Rich’s Ready-To-Stretch Sheeted Pizza Dough, handling instructions
and recipes, go to https://richsfoodservice.com/ready-to-stretch-pizza-dough or contact Alyssa
Barrett at abarrett@rich.com or 716-878-8727.

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

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