



Rich Products Corporation

One Robert Rich Way
Buffalo, NY 14213
716.878.8000

richsfoodservice.com

Media Contact:
Karen Haggerty
karen@pinpointcom.net
770.579.9897

PRESS RELEASE

RICH'S EXPANDS FOODSERVICE BEVERAGE SOLUTIONS WITH ON TOP® CHOCOLATE SOFT WHIP COLD FOAM

July 18, 2025

Foodservice operators now can easily add chocolate flair to trending specialty beverages with new On Top® Chocolate Soft Whip cold foam from global beverage leader Rich Products (Rich's). The versatile topping is a pourable, ready-to-use cold foam with a light texture that allows for delicious layering in hot and cold beverages. Operators simply thaw and pour [Chocolate Soft Whip](#) to perk up most any beverage, from specialty coffees to shakes, dirty sodas, smoothies and cocktails.

It's the latest innovation from Rich's, which empowers foodservice operators to elevate menus and pour on profits with an extensive portfolio of innovative solutions like toppings, bases, and creamers in a variety of flavors and non-dairy options.

The rich cocoa-flavored topping joins the Rich's On Top® Soft Whip [cold foam portfolio](#), which includes On Top® Soft Whip with a sweet cream flavor and plant-based On Top® Oat Milk Soft Whip Pourable Topping.

Cold foam is a hot trend that will continue gaining momentum. Datassential Menu Trends (June 2025) predicts that cold foam on menus will experience four-year growth of 171% among restaurants serving coffee varieties. Options like cold foam are important to the 29% of consumers ages 18-34 who say that it is very important to have the ability to customize beverages by adding flavor shots, toppings, etc., to beverages (2024 Technomic Beverage Consumer Trend Report).

"Operators have been asking for a chocolate cold foam after seeing how easy it is to create custom beverages with our On Top® Soft Whip sweet cream cold foam," says Alyssa Barrett, Senior Customer Marketing Manager, Rich Products. "Rich's new Chocolate Soft Whip cold foam is a delicious way for operators to drive sales and traffic with infinite applications and Instagrammable solutions."

New On Top® Chocolate Soft Whip cold foam will elevate any drink with its rich flavor derived from authentic cocoa, no artificial flavors or colors, and no high fructose corn syrup. It provides a velvety smooth mouthfeel unlike others in the market that contain air bubbles



or a frothy texture. Operators will be pleased with its superior stability and ready-to-use format: just thaw and pour. Chocolate Soft Whip arrives frozen in 19-ounce cartons, 12 per case, with a shelf life of 365 days frozen and 21 days refrigerated.

A global leader in beverage components, Rich's launched in 1945 when founder Robert E. Rich, Sr. pioneered the world's first non-dairy whipped topping. The company's beverage solutions encompass a wide range of toppings, bases, and creamers in a variety of flavors and non-dairy options. The new [All-In-One Creamer](#) is a versatile solution with a neutral flavor that enhances a wide range of beverage applications – including specialty coffees, smoothies, cocktails, dirty sodas, and boba/bubble teas – and also can be used as a foam, whipped topping, or beverage base. Rich's toppings include [On Top® Soft Whip pourable cold foam](#) that floats atop cold and hot beverages, while [On Top® Whipped Topping](#) is available in assorted flavors and creates a fancy swirl to crown beverages and desserts. f'real by Rich's milkshakes and smoothies, made with a behind-the-counter blender or a front-of-house blend-it-yourself program, can also enhance operators' beverage offerings.

Discover all of Rich's beverage solutions, including recipe inspiration, trends, and insights at www.richsusa.com/beverages.

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.

###