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PRESS RELEASE

RICH'S NEW ALL-IN-ONE CREAMER MAKES IT EASY TO CREATE POPULAR DRINKS LIKE DIRTY SODA AND BUBBLE TEA

June 9, 2025

Specialty cold beverages are rapidly gaining popularity, and Rich Products (Rich's) is at the forefront of this trend with the introduction of its innovative All-In-One Creamer. This versatile and user-friendly product empowers foodservice operators to capitalize on growing trends. It's an authentic formula from Rich's global market portfolio, made with primarily non-dairy ingredients and containing a milk derivative to provide a neutral flavor. The [All-In-One Creamer](#) enhances a wide range of beverage applications, including specialty coffees, smoothies, cocktails, dirty sodas, and boba/bubble teas. Additionally, this versatile creamer serves as a multifunctional solution, offering the flexibility to be used as a foam, whipped topping, or beverage base.

Demand for specialty drinks is growing, especially among younger consumers. According to the 2024 Technomic Beverage Consumer Trend Report, consumers aged 18 to 34 answered that 50% are seeking new/unique flavors and 42% want the ability to customize drinks.

"There's a huge surge in demand for unique beverages, and Rich's offers so many great solutions for foodservice operators to create innovative custom menu items," says Alyssa Barrett, Senior Customer Marketing Manager, Rich Products. "Rich's All-In-One Creamer is an example of a versatile, labor-saving solution that can be used across various applications, from hot and cold drinks to soups and sauces. Now operators can easily offer trendy beverages like dirty sodas and bubble teas."



Gen Z is driving the trend in unique beverages, and social media amplifies the craze. Dirty soda has a predicted four-year menu growth of 244%, according to Datassential MenuTrends 2025. Foodservice operators can easily create dirty sodas by adding a splash of Rich's All-In-One Creamer and a flavored syrup to fizzy beverages.

Another popular drink, "bubble tea" is trending with #bubbletea tagged in more than 650,000 TikTok posts. The creation is exploding with a 30% four-year menu growth rate, according to SNAP! Datassential 2024. Operators can create the popular beverage by combining Rich's All-In-One Creamer with any tea of choice, ice, prepared boba, and simple syrup.

Unlike other creamers, Rich's All-In-One Creamer is formulated with functionality in mind. It's a versatile ingredient that can be a beverage base creamer or whipped into a topping, it has a neutral taste profile, and it's a perfect substitute for dairy in many different applications. The creamer blends effortlessly into any hot or iced beverage. It's also easy to use: just thaw and pour. The creamer arrives frozen in 32-ounce cartons, 12 per case, with a shelf life of 540 days frozen and 21 days refrigerated.

Rich's is the global expert in beverage components, as the company's founder developed the world's first non-dairy whipped topping 80 years ago. Today, the company continues to innovate, offering a broad portfolio of beverage solutions. The lineup consists of a wide range of toppings, bases, and creamers in a variety of flavors as well as non-dairy options. 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.

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