



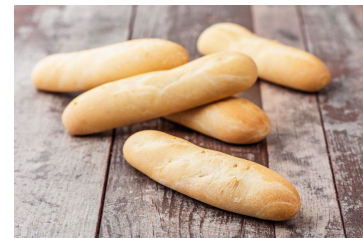
## **BONJOUR TO BREADSTICKS: RICH PRODUCTS INTRODUCES A PARBAKED FRENCH BREADSTICK FOR C-STORES**

**BUFFALO, N.Y. (Oct. 30, 2024)** – Foodservice industry leader Rich Products (Rich’s) offers a versatile twist on a timeless staple by introducing the [Parbaked French Breadstick](#) to the convenience store channel. Ideal for busy c-stores looking to elevate their menus, this French-inspired creation goes from freezer to oven to plate in a matter of minutes; simply bake it and serve it. Perfectly balanced with a soft, light texture, the versatile seven-inch breadstick is an ideal snack or meal component.

This adaptable, delicious breadstick will satisfy the growing number of snackers. According to the SNAP! Datassential Snacking Keynote (2023), 33% of consumers are having snacks more often than they were a year ago. These snackers are turning to c-stores to meet their cravings, as c-stores represent 20.4% of all snack sales (Circana, 2023).



“This versatile soft French breadstick is already a popular favorite among our foodservice customers in hospitals and college campuses, and now it’s available to c-stores,” says Elizabeth Sommer, Customer Marketing Manager, Rich Products. “The Parbaked French Breadstick is perfect for operators who take pride in serving high quality, delicious bread yet they have limited labor. This craveable item can also be customized for each daypart.”



The Parbaked French Breadstick can also be a blank canvas for creativity. Spread it with garlic butter and top with parmesan cheese to create a zesty garlic breadstick. Create a sweet snack by brushing it with butter and rolling it in cinnamon sugar. Top it with cheddar cheese and jalapeno to create an ideal snack or side. The soft texture makes it perfect for dipping into a variety of sauces, from marinara to cheese or chocolate.

What sets it apart is its ease of use. C-stores can deliver scratch-quality satisfaction with this parbaked breadstick that goes from the freezer to the oven to the counter in minutes. Simply remove from the freezer, bake for 5-12 minutes, then serve. The 1.8-ounce breadsticks arrive frozen, 120 per case, and the shelf life is 270 days frozen and three days ambient.

C-store operators can learn more by visiting [RichsConvenience.com](http://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 family makes possible. Rich’s®—Infinite Possibilities. One Family. Learn more at [Richsusa.com](http://Richsusa.com).

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