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PRESS RELEASE

DELICIOUSLY EASY: RICH'S NEW FULLY FINISHED CINNAMON ROLLS WILL DELIGHT SNACKERS AND SIMPLIFY OPERATIONS

August 29, 2025

Now every c-store can offer delicious cinnamon rolls that look and taste fresh baked – without the hassle of prepping or baking. Rich's mouthwatering new [Fully Finished Cinnamon Rolls](#) satisfy two trends: they meet the rising demand for snacks and offer a labor-saving solution. These sweet rolls feature string icing that gives the appearance of hand icing, and they offer an indulgent, satiating bite for breakfast or a satisfying snack at any time of day. The delectable Cinnamon Rolls are easy to add to any menu: simply remove from the freezer, thaw, and serve.



Consumers are reaching for snacks more than ever before, with 50% reporting that they're snacking more than last year (Rich's 1Q Consumer Survey of Limited Service Restaurant Consumers, May 2025). Rich's Fully Finished Cinnamon Rolls will satiate these consumers looking for grab-and-go baked goods, including the 63% of consumers who plan to order more cinnamon rolls in the next 12 months (Bakery Insights Jan 2024).



"With new Fully Finished Cinnamon Rolls, operators can offer a delicious, sweet snack that saves on labor costs and preparation time," says Elizabeth Sommer, Customer Marketing Manager, Rich Products. "With a fresh-baked, hand-iced appearance, these cinnamon rolls will catch a consumer's eye for a spontaneous purchase that will drive sales."

The swirls of decadence arrive retail-ready packed in a secure clamshell to ensure freshness. Operators can choose from four options: 3.5-ounce cinnamon rolls in a four-pack, 16 per case; 3.8-ounce rolls in a six-pack, 10 per case; 3.6-ounce rolls in an 8-pack, 12 per case; and 2.8-ounce rolls in a bulk tray of 48. Operators simply remove them from the freezer and place the rolls individually on the bakery rack, or sell them inside the clamshell with the included retail labels. The sweet

treats arrive frozen, with a shelf life of 365 days frozen and have an extended shelf life of 14 days.

The new Fully Finished Cinnamon Rolls join Rich's vast portfolio of breakfast and snack solutions, from filled croissants and Southern style biscuits to pizza, cookies, donuts, grab-and-go desserts, milkshakes, smoothies, and more. Discover all of Rich's solutions for c-stores, including recipe inspiration, trends, and insights at www.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 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 Richs.com or join the conversation on [Facebook](https://www.facebook.com/Richs), [Instagram](https://www.instagram.com/Richs), [LinkedIn](https://www.linkedin.com/company/Richs) and [Twitter](https://twitter.com/Richs).

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