



Rich Products

2026



RICH'S OVERVIEW

We are a **customer-obsessed**
global food organization focused on
delivering total **solutions**
and **industry-leading growth**



\$5.8B+
ANNUAL SALES



100%
FAMILY OWNED



13K+
GLOBAL ASSOCIATES



4K+
PRODUCT CODES



WORLD HQ
BUFFALO, NY



110+
COUNTRIES

Program Focus Categories

From hot case and bakery case, to beverage...



BISCUITS



APPETIZERS - BITES



PROTEIN - BBQ



COOKIE DOUGH





Focus Products



WHY COOKIES?

COMMON QUESTIONS:

Do consumers eat cookies often?

Can cookies help drive bakery purchases?

AGAIN - THE ANSWER IS YES.



1 in 5
Americans
eat over 3
cookies per
day¹

Shocking
consumption
trend

90%
Of
consumers
love or like
cookies²

Cookies are
a tried-and-
true favorite

**Freshness
and
indulgence**
are lead
purchase
drivers for
bakery³

Increase
occasions
with fresh
tasting
baked goods



Sources: 1) Boost 'American Love of Cookies' Report, 2023 2) Datassential SNAP Menu Cookie Trends August 2025 3) 10 - Technomic 'Bakery' Report, 2025

RICH'S COOKIE DOUGH SPECTRUM



EVERYDAY



Good quality cookie at a competitive price point.

- **5 Classic Flavors**
- **5 Sizes:** 1, 1.5, 2, 3, 5 oz.
- **Ingredients:** No artificial flavors, colors or sweeteners, no HFCS.
- **Fat:** Margarine & Oil Blend (palm & soybean)
- **Inclusions:** High quality and up to 20%
- **Clean Label:** Rich's Baseline Clean

SELECT



Gourmet cookie, made with butter, at an affordable price.

- **7 Flavors Available**
- **4 Sizes:** 1.2, 1.5, 2, 3 oz.
- **Ingredients:** High quality, select ingredients. No artificial flavors, colors or sweeteners, no HFCS, no hydrogenated oils. Unbleached, unbromated flour.
- **Fat:** Margarine, Oil, Butter Blend
- **Inclusions:** High quality and up to 25%
- **Clean Label:** Rich's Baseline Clean

GOURMET



Premium, all butter cookie, made with authentic, wholesome ingredients.

- **10 Flavors Available**
- **8 Sizes:** 0.5, 1.5, 1.8, 1.9, 2, 3, 4.25, 6 oz.
- **Ingredients:** High quality, wholesome ingredients. No artificial flavors, colors or sweeteners, no HFCS, no hydrogenated oils.
- **Fat:** 100% Butter
- **Inclusions:** Very high inclusion rate, up to 30%, with large and premium inclusions
- **Clean Label:** Rich's Baseline Clean

CHRISTIE COOKIE CO.



Our highest quality cookie. Only real butter and gourmet ingredients.

- **11 Flavors Available**
- **4 Sizes:** 1.45, 2.5, 3, 4 oz.
- **Ingredients:** High quality, wholesome ingredients. No artificial flavors, colors or sweeteners, no HFCS, no hydrogenated oils.
- **Fat:** 100% Butter
- **Inclusions:** Highest inclusion rate, up to 40%, with large and premium inclusions
- **Clean Label:** Rich's Baseline Clean

LOW

MEDIUM

HIGH

QUALITY & PRICE SPECTRUM



BISCUITS.

Whether building a breakfast sandwich, a BBQ sandwich for lunch, or a sweet dessert, our biscuits are the solution.

TASTE GREAT ALL DAY.



- ✓ Light, airy, and fluffy texture on the inside
- ✓ Crispy coating on the outside
- ✓ Versatility across day parts
- ✓ Saves time and labor
- ✓ Proportioned for easy handling and a consistent product

*2026 rebate - \$10 up to 100 cases per store

WAM will track for retailers





WHY PROTEIN?

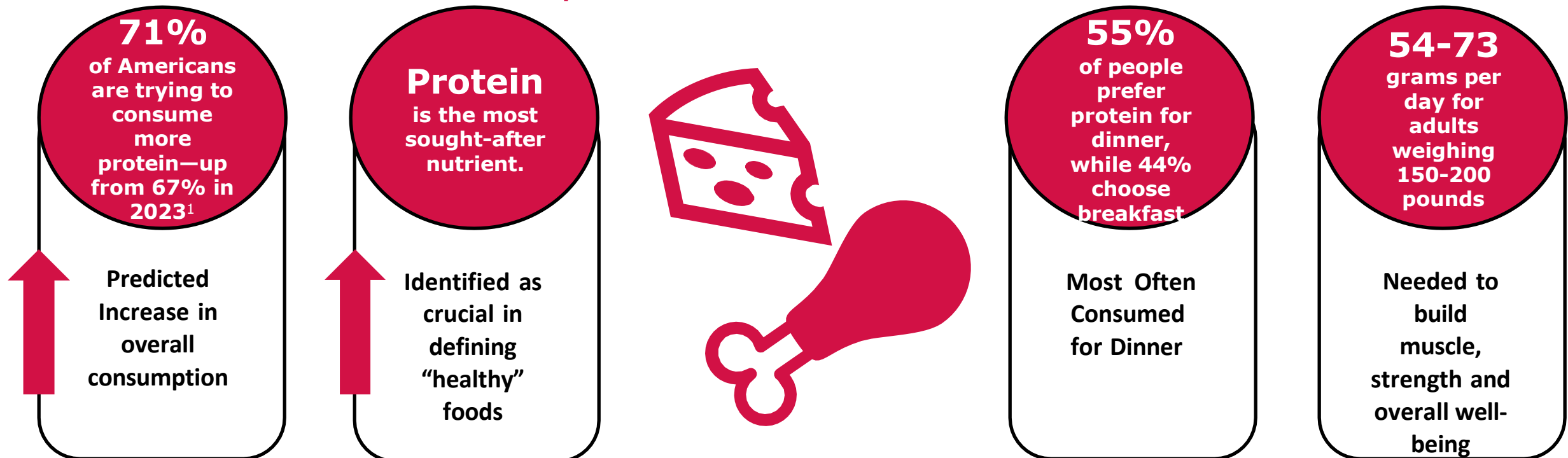


COMMON QUESTIONS:

Are consumers trying to consume more protein?
Is protein considered a “healthy” attribute?
Are they consuming more protein across dayparts?
Is 50 grams or more of protein in a day a reasonable target?



AGAIN - ACROSS THE BOARD, THE ANSWER IS YES.



Sources: 1) 2025 IFIC Food & Health Survey conducted by the International Food Information Council



PRIME PROTEIN: BBQ

Born in the heart of barbeque country – Gallatin, Tennessee, our barbeque meats use only the purest smokehouse processes for genuine rib-sticking satisfaction. Perfect on Rich's pizzas, flatbread, breads and rolls.

PRODUCT PORTFOLIO INCLUDES:

- Chopped Hickory Smoked Pork
- Seasoned Beef Brisket
- BBQ Pulled Pork
- Whole Beef Brisket
- Premium Pulled Pork w/Nashville-style BBQ Sauce
- AND MORE!





NEW Products

COMMON QUESTIONS:

Are consumers snacking?
Are consumers snacking more often?

THE ANSWER IS YES.



56%
of
consumers'
last meals
were eaten
as snacks¹

Snacks
are replacing
meals

74%
of
consumers
have a snack
in place of a
meal at least
1x / week²

Consumers
need options
as they
replace
meals

66%
of
consumers
say that
anything can
be a snack²

Consumers
are willing to
try new and
different
snacks

51%
of c-store
consumers
visited a c-
store for an
afternoon
snack²

Opportunity
for c-stores
to tap into
snacking
growth



GRILLED CHEESE BITES



Product Description:

Crispy and buttery coating filled with gooey American cheese. These bite-sized delights take the classic comfort of grilled cheese sandwiches and serve it up in a perfectly snackable package.

Insights:

87%

Like or love grilled cheese

+5%

Grown 5% on menus the last 12 months & 12% over the last 4 years

**UBIQUITY
STAGE**

Grilled Cheese is in the **Ubiquity stage** and is equally popular among all consumer demographics



Additional Variations:

- Other cheese fillings such as Mozzarella, pepper jack, cheddar, Gouda
- Multiple cheese blends
- Other coatings including cracker, herbed breading, corn bread

Features and Benefits:

- Perfect for adults and kids
- Meal replacement snack
- Many flavor combinations, easy one-handed eating great for drive-thru snacking



MEXICAN STREET CORN BITES



Product Description:

A blend of Roasted Corn, Monterey Jack Cheese, Jalapenos and Tajin Chili lime Seasoning breaded in a Panko crumb.

Insights:

18%

Like or love
Mexican Street
Corn

+74%

Up **74%** on
menus since 2020

**ADOPTION
STAGE**

Street Corn is in the
Adoption Stage



Additional Variations:

- Other coatings options such as cracker or cornmeal.
- Additional cheese blends
- Smaller or larger sizing available

Features and Benefits:

- Easy to prepare – Freezer to Oven or fryer
- Unique flavor experience - Street Corn Bites offer a twist on familiar flavors, providing a new and exciting snacking experience for those craving something different



QUESO BITES

Product Description:

Queso Bites start with a velvety cheese mixture made from premium aged cheeses, carefully selected for their rich flavor and smooth texture. This luxurious cheese blend is infused with aromatic spices and peppers, creating a bold and vibrant taste sensation with every bite.

Insights:

66%

66% of consumers like or love Queso

+14%

+14% in the next 4 years on menus

**UBIQUITY
STAGE**

Queso is in the **UBIQUITY Stage**



Additional Variations:

- Other coating options.
- Other cheese blends
- Other dip flavor options
- Smaller or larger sizing available

Features and Benefits:

- Simplifies operations with dip inside
- Just fry and serve
- Great as a single side or party snacking



FRIED BROWNIE BITES



Product Description:

A warm, crispy exterior met with a rich, fudgy brownie center that melts in your mouth

Insights:

86%

Like or love
Brownies

24%

Menu penetration

UBIQUITY
STAGE

Brownies are in the
Ubiquity Stage



Additional Variations:

- Also consider blondie filling with chips
- Other coatings such as chocolate, graham, or others.

Features and Benefits:

- Many options for fillings and coatings mean easy change ups, LTO's, variations across the year.
- Add a fruit filling or frosting as a dip option



FRIED COOKIE DOUGH BITES



Product Description:

Indulge in the ultimate sweet treat with our Fried Cookie Dough Bites – a heavenly combination of warm, gooey cookie dough enveloped in a crispy, golden shell.

Insights:

38%

Like or love
Cookie Dough

+13%

Up **13%** on menus
since 2020

**Proliferation
Stage**

Cookie Dough is in the
Proliferation Stage



Additional Variations:

- A wide variety of cookie doughs can be used including chocolate, chocolate chip, sugar cookie and others.
- Other coatings such as chocolate crust, graham cracker, cinnamon spiced crust etc.

Features and Benefits:

- Many filling and coating options mean easy change ups, LTO's, variations across the year.
- Simple fry and serve.

FARM RICH RETAIL Items - **SMALL** PACKS

Rich's offers a variety of retail appetizers that are on trend, superior quality and satisfy your customers desire for appetizers on the go!

Core Line Up:



Additional Items Available:





Marketing & Training



Marketing & Training



Join Rich's Academy &
Sign up for Culinary Live
Events here!



Rich's Academy

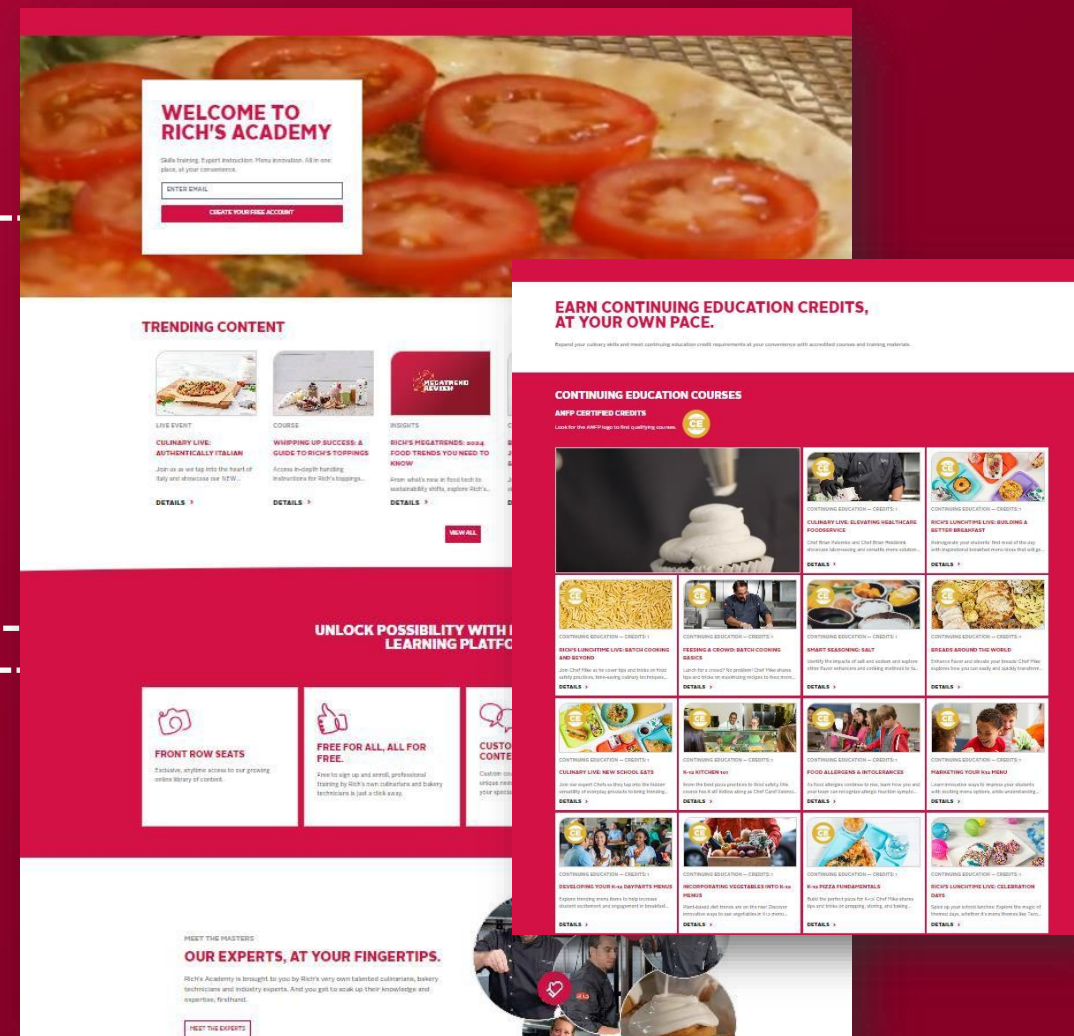
Immediate Customer Access to:

- Culinary expertise
- Recipe inspiration
- Product training
- Continuing education credits

This robust digital platform digitally scales culinary experiences

Current Capabilities:

- ✓ Foodservice courses
- ✓ Continuing education (15 ANFP certified)
- ✓ 40 foodservice courses available
- ✓ 4.7k users, 8k enrollments





Marketing & Training



Culinary Live

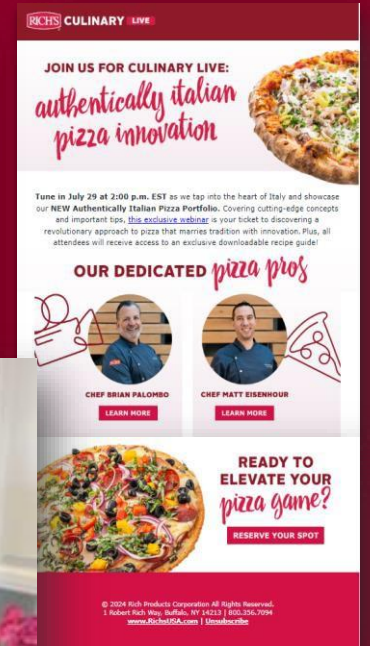
Live Webinar Series

- On-trend applications
- Culinary tips & tricks
- Product highlights/handling

...attendees also receive exclusive resource and recipe guides!

Featured Categories

- General Foodservice
- K-12
- C&U
- Healthcare
- Private Distributor



Streaming is always available after live events on RichsAcademy.com