

Sweeten your sales with RICH'S NEW Corner Market BAKERY PROGRAM

DONUT QUICK FACTS:

73% of donuts are
impulse purchases.

83% of on-the-go customers
buy or eat donuts - don't miss
this opportunity!

Sources: Rich Products
Segmentation Study, Datassential,
MenuTrends Direct
and Insider, January 2015



let Rich's® help you create ... the perfect bakery selections for your c-store

Rich's offers great-tasting, quality products that are easy to prepare. Whatever your store needs are, we have a program to help you. Our bakery solutions are perfect for any day part, especially breakfast and am/pm snacking. Bakery case products offer a high profitability margin. We can show you creative ways to reduce stales, to ensure an even higher grossprofit!

We are here to help. From training and equipment to merchandising and consumer data, Rich's is so much more than the product.

Please see backside for merchandising options.

With Rich's wide range of great-tasting, quality products, it's never been easier to create your own bakery program and deliver on the fresh-baked experience that your consumers crave.



fully finished

No labor, no problem!

Rich's offers a limited assortment with more products coming soon.

- **Fresh Appearance**
Great-tasting, high-quality and attractive.
- **Inventory Control**
Quickly thaw and stock to capture sales and reduce waste.
- **Convenient**
Thaw, remove from package and sell.
- **Easy to Execute**
Limited labor time and skill needed.



ready-to-finish

Make them your own!

From donuts & cinnamon rolls to cookies & pastries, Rich's has everything you need for your bakery case!

- **Ultimate Freshness**
From freezer to bakery case in under 10 minutes!
- **Variety**
Use an assortment of donuts that can be used with a variety of icings, candies and cereals to create your signature item.
- **Convenient**
Quick and easy to prepare.
- **Versatile**
Apply seasonal and holiday icings and finishers for promotional offerings.



ROI:

Based on gross margin dollars and average monthly rebate for daily sales. The return on investment (ROI) for all bakery starter packages is within 2 months.

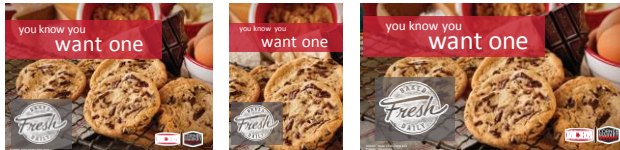
Need help with merchandising? We can help with that too! The Corner Market Bakery program offers a variety of in-store signage and bakery displays to help get your baked goods in front of those hungry customers.

MERCHANDISING OPTIONS:

PACKAGE	PRICE	
CORNER MARKET COUNTERTOP BAKERY CASES		
(Small, Medium or Large) Includes: Tray, graphic header, product strips and pricing kit	\$425 - \$625	
FLOOR-STANDING BAKERY CASE		
Includes: Trays, graphic header, product strips and pricing kit	\$1,125	
COUNTERTOP BAKERY CASE STARTER PACKAGE		
(Packages come Small, Medium or Large) Each package includes: Wisco 620 Convection Oven, set of 3 baking pans, case of bakery parchment paper (500 sheets), 2 oven mitts, part of 9" Tongs and Wisco Digital Timer	\$895 - \$1,095	
FLOOR-STANDING BAKERY CASE STARTER PACKAGE		
Includes: Wisco 620 Convection Oven, set of 3 baking pans, case of bakery parchment paper (500 sheets), 2 oven mitts, part of 9" Tons and Wisco Digital Timer	\$1,595	

Promote your bakery products with:

- Counter Cards
- Window Clings
- Pump Toppers
- Danglers



Here's how to order: visit richconvenience.fcipros.com OR complete & send the form below.

SHIPPING	Company		Please FAX your orders to: 608-831-2257 OR Scan and Email your order to: Richfoods@foodconcepts.com OR Mail your order to: Food Concepts, Inc. 2551 Parmenter St. Middleton, WI 53562 Attn: Rich Foods CSR
	Attention		
	Address P.O. Box not acceptable		
	City/State/Zip		
	Email Address	Telephone	
FOR YOUR SECURITY: PLEASE DO NOT FAX OR EMAIL YOUR CREDIT CARD DETAILS. EITHER PRINT AND MAIL THIS FORM OR CALL 800-419-9324 TO PROVIDE CREDIT CARD INFO.			
BILLING	Card Number	Expiration Date	Verification Code
	Name on Card		<input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> Visa
	Address		
	City/State/Zip		 food concepts, inc.
	Telephone		
	Signature		

SINCE ★ 1905

BRENHAM

— WHOLESALE —

RICH'S Corner Market Donut Program

PRODUCT CODE	PRODUCT DESCRIPTION	CASE/PACK	QTY
CATEGORY: Topping			
982-632	On Top whipped topping bag	16/12 oz.	
CATEGORY: Icings			
982-590	Honey Dip Donut Icing	1/12 lb.	
982-593	Koko Dipping Icing	1/12 lb.	
982-602	Rich's Icing Heat N Ice Vanilla	1/12 lb.	
CATEGORY: Donuts			
981-496	Yeast Ring Donut	48/2.5 oz.	
981-516	Yeast Twist RTF	48/2.75 oz.	
981-501	Jumbo Cake Donut	60/3 oz.	
984-148	Cake Donut Holes	440/0.4 oz.	
981-498	White Crème Filled Long John Donut	60/3 oz.	
981-503	Apple Fritter	48/3.85 oz.	
983-960	Cinnamon Roll Dough	84/ 4 oz.	

#982- 858

2 Dozen Donut Box | 125-14x10x4



#600-214

White Paper Bag | 500-4lb.



#600-810

Bakery Paper 8x10 | 10-1000



#982-848 | Full Sheet Pan Liner | 1000CT

#982-856 | Half Sheet Pan Liner | 1000CT