



RICH'S



Artisan Breads[™]
Bread is never ordinary



Welcome to our world of *Artisan Breads*

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our story



RICH'S
Artisan Breads
Bread is never ordinary

Artisan Breads Bread Basics

Bread is Never Ordinary

Rich's® Artisan Breads™ is an expression of product perfection, a passion for authenticity and a steeped appreciation for the honesty and excellence of traditional baking methods. We focus on baking and providing you with artisanal breads that speak to this authenticity and passion, honouring the timeless excellence of traditional methods.

Our artisan breads are par-baked and frozen, which means that you can have a variety of freshly baked artisanal breads and rolls out of the oven and stocked in your bakery within minutes, throughout the day.

3 SIMPLE PHILOSOPHIES

Time

Creating authentic artisanal bread is a timeless art.

This timelessness also rests in the technique that has remained unchanged over hundreds of years. The honesty of this history has been shaped around 4 simple ingredients - flour, yeast, salt and water, that when mixed, fermented and crafted, creates a simple bite of heaven. Timeless.

Passion

We love artisanal bread!

With this simple, perfect food we create something magical. Technique alone cannot give that, only true passion can. Our passion comes from understanding and valuing what we have in our hands at that moment.
Simplicity. Honesty.

Expertise

Baking artisanal bread is an art and a process, however ultimately the bread must speak for itself. Our preparation towards that moment lies in the investment we put into our expertise, ranging from our extensive knowledge in technique, ingredients and the environment to our considerable experience in baking.
Expertise has no shortcuts.



Artisan Breads

Bread Basics

4 SIMPLE METHODS TO PERFECT ARTISAN BREAD

Handcrafting

The knowledge in our hands is indefinable and unquantifiable.

It comes from experience, appreciation and a passion for that which you touch.

This is particularly true of artisanal baking. Hand rolling, kneading, stretching and folding is an active meditation that settles finally in a perfectly shaped loaf. The working of it creates a specific tension which gives the dough just the right amount of muscle, elasticity, body and structure.

The needs of the dough are read and adjusted through a variety of manual techniques that allow for changes in the environment, be it temperature, humidity or ingredients. Hand scoring, a skilled slash in the loaf, encourages a controlled expansion of the dough, ensuring no breaking. The crusty, lifted ears along the scoring enhances the distinction between the golden crust and soft chewy inside.

We Give Time, Time

We leave our bread to time, the one ingredient out of our hands. It takes time.

But not yours. Artisanal breads are subject to a longer fermentation time during which the yeast has more time to do its work. This contributes to the unique aroma, taste and crumb structure of the bread.

You'll taste the time in our bread.

Stone Baked

Stone baking is the process of baking bread right on top of the heat source. The porous stone naturally pulls moisture from the bread and so ensures a crispy crust. The excellence of the evenly heated bake is what creates the enviable spring and lift of artisanal bread. Baking on stone imbues a rustic flavour, an honest element that leaves an authentic mark.

Stone Ground Flour

Our traditional unbleached stoneground flour, slowly milled between a grinding stone, generates the minimum amount of heat, which results in less damage to the wheat germ and a more wholesome end-result.

Ciabatta

The charm of the Ciabatta

Not wanting to be outdone by the popular French Baguette, the Italians created their own unique artisanal bread, the Ciabatta. It is characterised by exuberant, oversized air pockets, a robust crust with natural cracks and a unique flavour that is created during the slow resting and fermentation of the dough. So popular is this Italian white bread that it is enjoyed in many countries all around the world.



Ciabatta

450g loaf



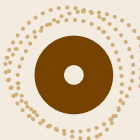
Made using artisanal processes



Long fermentation time



Shaped by hand



Made with stoneground flour



Baked in a stone oven



No dinner table would be complete without a loaf of Ciabatta. A broad, medium length table bread with rounded ends, rough, natural cracks and a deep brown thick crust, coated with toasted flour. Freshly baked, smothered with butter or dipped in olive oil and balsamic vinegar, our Ciabatta loaf is simply delicious.



PAR-BAKED



THAW: 1 HOUR



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



10 MIN



12 UNITS



5.4 KG

Ciabatta

90g roll

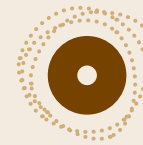
Ciabatta roll 90g



Made using artisanal processes



Long fermentation time



Made with stoneground flour



Baked in a stone oven



This uniquely shaped square roll is table cut and stone baked for traditional flavour. The chewy crust and open texture gives this sandwich carrier body and bite, perfectly sized to hold multiple layers of delicious fillings. Ideal for: hearty sandwiches, cold cut spreads, olive oil and balsamic vinegar dipping.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



4 MIN



50 UNITS



4.5 KG



Ciabatta

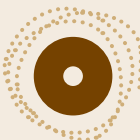
70g roll



Made using artisanal processes



Long fermentation time



Made with stoneground flour



Baked in a stone oven



The traditional rectangular shape of this smaller sized sandwich carrier is crispy on the outside and light on the inside. The honeycomb interior is perfect for both holding fillings and soaking up flavours whilst keeping its texture. Ideal for: hearty sandwiches, cold cut spreads, olive oil and balsamic vinegar dipping.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



4 MIN



70 UNITS



4.9 KG

All about the Baguette

The exact origin of the famous French Baguette is not known, however what we do know is that this beautifully crafted bread has been enjoyed for centuries not only in France but worldwide. The provenance of France, this Baguette epitomises simple sophistication.

The gentle, creamy complexity of flavour and crumb is punctuated by a delicate, crispy golden crust.

Baguette



Baguette

270g rustic

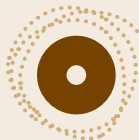
Rustic Baguette 270g



Made using artisanal processes



Long fermentation time



Made with stoneground flour



The Rustic Baguette is characterised by its elegantly tapered ends and is hand scored with a light dusting of flour. The rustic texture of this table bread begs one to simply tear off a chunk and enjoy it with a selection of cheeses, olive oil, tomato and fresh herbs. Ideal for: sandwiches, platters, bruschetta, crostini, French toast, grilled sandwiches and garlic bread.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



6 MIN



20 UNITS



5.4 KG



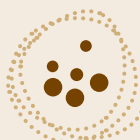
Baguette

270g rustic multigrain

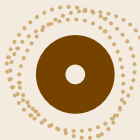
Rustic Baguette 270g
Multigrain



Made using artisanal processes



Long fermentation time



Made with stoneground flour



Source of fibre



Sunflower, linseed and sesame seeds are generously mixed into and sprinkled across the top of the Baguette loaf. This creates a distinctive aroma of toasted seeds and lends a soft nutty sweetness that makes this table bread notable for its delicious flavour. Ideal for: sandwiches, platters, bruschetta, French toast, grilled sandwiches and garlic bread.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



6 MIN



20 UNITS



5.4 KG



Baguette

100g sandwich

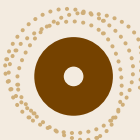
Sandwich Baguette 100g



Made using artisanal processes



Long fermentation time



Made with stoneground flour



It just doesn't get any better than this... enjoy the perfect French sandwich anytime! As the name says, this Baguette has been sized perfectly to hold any filling of choice. A rectangular loaf, hand scored, with a finely cracked crust that hints at the simple taste of toasted grain. Ideal for: bruschetta, crostini, sandwiches, platters, spreads and pestos, or simply served with a generous smear of butter.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



4 MIN



50 UNITS



5.0 KG

The perfect Pretzel

The pretzel is the best of German tradition, this popular treat is known for its distinctive appearance, flavour and taste.

The traditional process of giving the Pretzel a 'lye-bath' before baking, gives it its signature colour, texture and taste. Hand scoring creates a vivid contrast between the light chewy interior and the dark brown exterior. The addition of rock salt offsets the bitterness of the darkened skin to create a truly moreish taste.

Pretzel





Pretzel

80g german



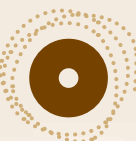
Made using artisanal processes



Long fermentation time



Shaped by hand



Made with stoneground flour



The Pretzel's traditional knotted shape with three holes have long been thought to represent long life, good luck and prosperity. More recently it has been associated with "love", as in "tying the knot". This unique treat can be eaten as is, or buttered and served with cold meats and cheese.



PAR-BAKED



AMBIENT : 1 DAY



60 UNITS



FREEZER TO OVEN



180°C



4.8 KG



-18°C: 11 MONTHS



4 MIN



Pretzel

80g stick

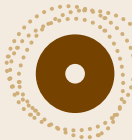
Pretzel Stick 80g



Made using artisanal processes



Long fermentation time



Made with stoneground flour



A variation on the traditional Pretzel, this elongated Pretzel stick is designed with toppings and fillings in mind, effectively turning a pretzel into a sandwich carrier.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



4 MIN



80 UNITS

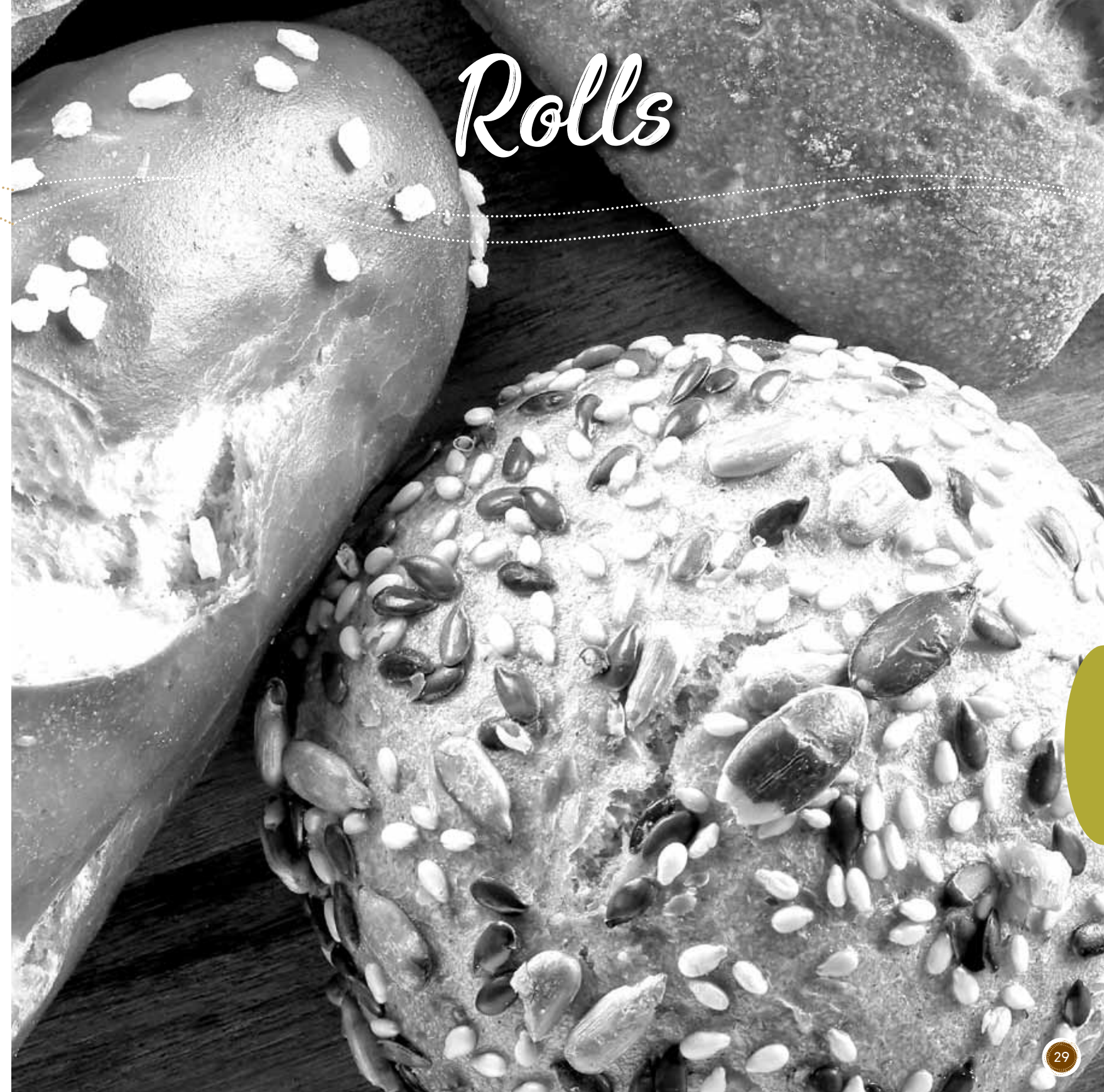


6.4 KG

Versatile Rolls

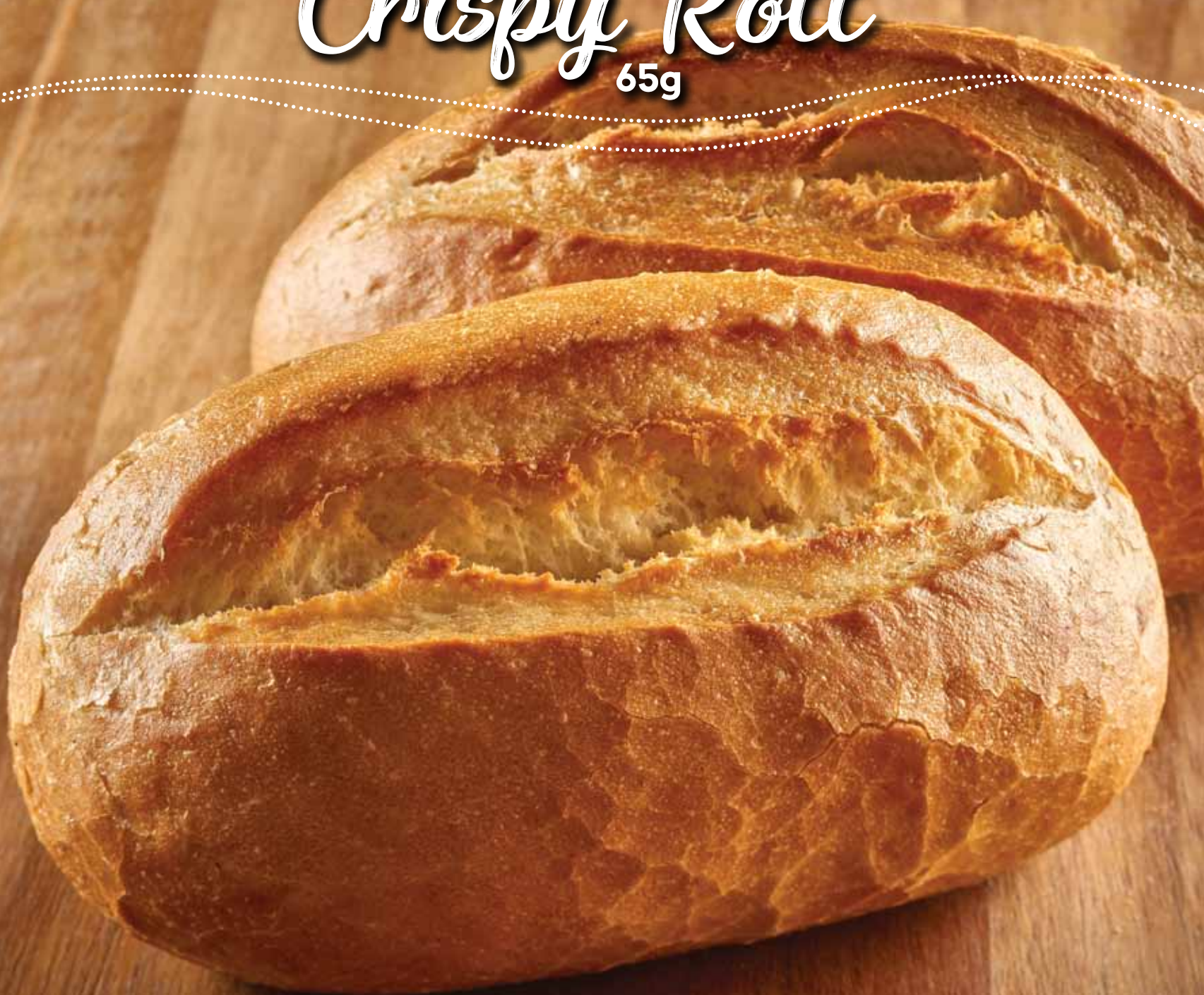
Bread rolls provide single serving delights. From a closed to an open sandwich, the fillings and toppings are endless. From cheeses to cold meats and roasted vegetables and pestos, the versatile roll is perfect for every occasion.

Rolls



Crispy Roll

65g



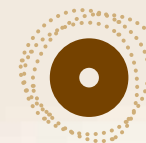
Crispy Roll 65g



Made using artisanal processes



Long fermentation time



Made with stoneground flour



The simplicity of the crispy crust and soft, slightly sweet interior makes this roll an absolute delight to eat. It is perfect for any simple filling and makes a perfect carrier for cold meats and Prego's. You will find this an absolutely irresistible eat!



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



2 MIN



70 UNITS



4.55 KG



Crispy Roll

25g cocktail

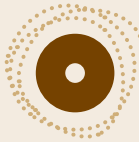
Crispy Roll 25g
Cocktail



Made using artisanal processes



Long fermentation time



Made with stoneground flour



A traditional cocktail sized crispy roll, with a delicious golden crust and chewy interior. Perfectly sized for buffets, breakfasts and platters.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



2 MIN



200 UNITS



5.0 KG



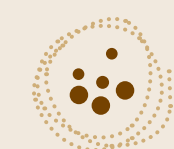
Mixed Cocktail Range

cocktail 30g

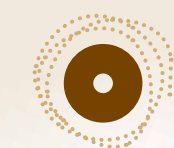
Mixed Cocktail Range 30g
Ciabatta, Baguette, Multigrain roll, Pretzel stick



Made using artisanal processes



Long fermentation time



Made with stoneground flour



Our cocktail roll range encourages the revival of good authentic taste. The crispy, creamy flavour of the baguette, the open textured chew of the Ciabatta, the malted aroma of the Pretzel and the familiarity of the wholesome, multigrain cocktail roll, all perfectly sized for buffets, breakfasts and platters.



PAR-BAKED



FREEZER TO OVEN



-18°C: 11 MONTHS



AMBIENT : 1 DAY



180°C



2 MIN



200 UNITS
(50 PER VARIANT)



6.0 KG

Merchandising Tips

The Artisan Breads Advantage

Maximize your bread sales with Rich's® expertise.

Our artisan breads are par-baked. In other words, we've put in the time and expertise and given you the convenience. Your convenience means:

- all our artisan breads are freezer-to-oven, except our authentic Ciabatta loaf (which needs to thaw in order to bake to its best).
- you can have freshly baked artisanal bread out of your oven within minutes, keeping your shelves fully stocked with fresh bread all day long, keeping your consumers happy.
- a frozen shelf life of 11 months.

Entrusting the last part of the bake to you, you get to create the golden and crispy crust, moist interior, and mouth watering aroma. This is baking on demand without sacrificing the authentic natural goodness and taste of artisanal bread. This means your bakery can now have fresh artisanal breads available, all day, every day.





AROMA IS YOUR BIGGEST ALLY

Baked in your own oven, the irresistible aromatic pull invites and promises gastronomic delight. Baking small batches of loaves throughout the day means that you are constantly using this ally to attract consumers, and never disappoints, as you always have freshly baked bread on hand.

SAMPLING STATIONS

Sampling encourages an on-site experience that speaks to the generosity and honesty of the artisanal bread making process itself. Suggesting condiments and different pairings educates and broadens artisanal bread beyond the normal sandwich.



Freshness is the single most important aspect when it comes to bread



Serving Suggestion

Merchandising Tips

1. Showcase prepared sandwiches suggesting what fillings customers can combine with their artisanal bread of choice.
2. Use natural packaging that suggest the same earth-laden goodness of the breads themselves such as baskets, brown paper bags, wooden boards and blackboard price stakes.
3. An active bakery infers life, family and creates a warm atmosphere. Situate your bakery where its aromas and visual beauty can be enjoyed and bread sampled easily.
4. Pack the bread on angled shelves to best display their aesthetic appeal.
5. Have an assortment of artisanal breads displayed. Offering choice makes your consumers pause, deliberate and engage.
6. Educate your consumers about the speciality that is artisanal breads: highlight the traditional methods used, name the loaf and its key tastes and features.
7. Bake in small batches throughout the day. Freshness is key and aroma is your biggest ally.



CHOICE

Rich's® Artisan Breads™ are opening up a whole new nostalgic world, as people return to authentic products that are great tasting and versatile. More and more consumers are no longer simply satisfied with “regular” bread and having a wider bread offering puts you in the ideal position to benefit from this trend.

PAPER PACKAGING IS BEST

Maintaining the correct balance of air and moisture is key for keeping artisanal loaves fresher for longer. Paper packaging helps the crust remain crisp and the crumb soft.



We love what we do

Artisanal breads are steeped in tradition, craftsmanship and nature.
The lengthy process, a patient labour of love.
The art in the simplicity of 4 ingredients.
We love that.

That something so simple can be so complex (yes, that's why it's a speciality).
That something so simple can breathe life into our bodies and souls.
That something so simple, so time-honoured, can speak so truly when shared
between people.

We love what we do because in our quest for excellence we bring people, families,
lives and stories together through a most simple act: that of breaking bread.

We love what we do.

We think you will too.



Product Specifications

PRODUCT CODE	DESCRIPTION	CASE COUNT	UNIT MASS	NET WEIGHT
09602	Ciabatta Loaf	12 units	450g	5.4 Kg
09635	Ciabatta Roll	50 units	90g	4.5 Kg
09633	Ciabatta Roll	70 units	70g	4.9 Kg
09751	Rustic Baguette	20 units	270g	5.4 Kg
09753	Rustic Baguette Multigrain	20 units	270g	5.4 Kg
09711	Sandwich Baguette	50 units	100g	5.0 Kg
09546	German Pretzel	60 units	80g	4.8 Kg
09701	Pretzel Stick	80 units	80g	6.4 Kg
09645	Crispy Roll	70 units	65g	4.55 Kg
09641	Crispy Roll Cocktail	200 units	25g	5.0 Kg
09639	Cocktail Rolls - Mixed Case - 50 x 30g Ciabatta Cocktail Roll - 50 x 30g Baguette Cocktail Roll - 50 x 30g Pretzel Cocktail Stick - 50 x 30g Multigrain Cocktail Roll	200 units	30g	6.0 Kg



