



The only true freezer-to-oven croissant
NOW NEW AND IMPROVED!



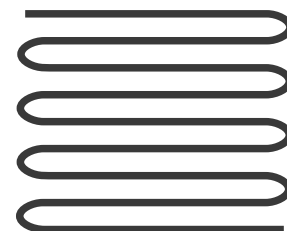
The only true freezer-to-oven croissant NOW NEW AND IMPROVED!

The **NEW AND IMPROVED GENERATION Readibake® Croissant with IMPROVED TECHNOLOGY** ensures an even rise and visually consistent result. Our traditional recipe and pure ingredients remain unchanged ensuring the **same delicious taste and easy preparation**. Our product also continues to deliver on consistency with its light brown colour and flaky, layered, traditional craft baker shape, providing your customers with that authentic French experience.

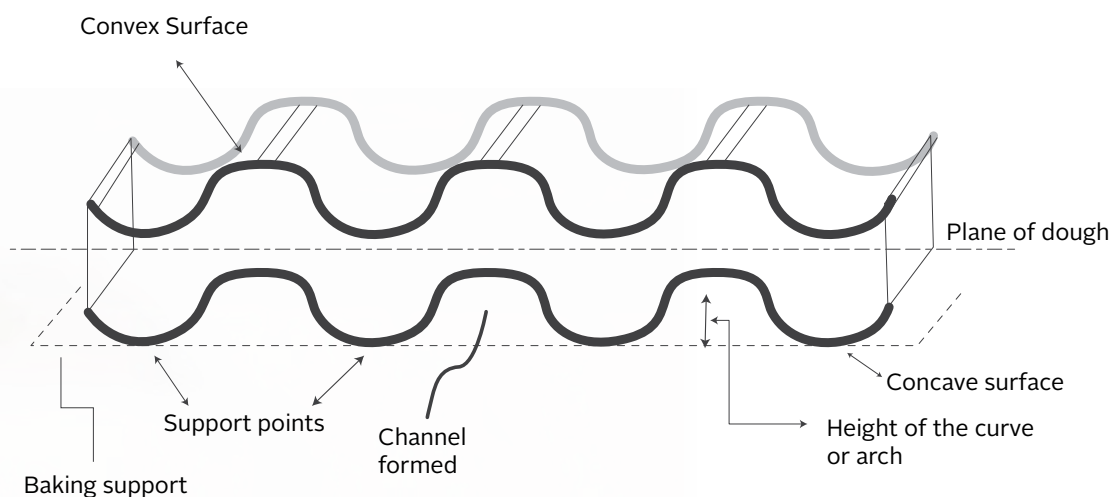
WHAT MAKES OUR READIBAKE® CROISSANTS SO SPECIAL?

Croissants are made from a yeast-leavened dough. This dough is layered with real butter and rolled and folded several times in succession, into a sheet. This technique is called laminating.

Our **NEW GENERATION Readibake® Croissant** is still layered with real European butter, and now has more arches than before. The increased number of arches, ensures better distribution of hot air.



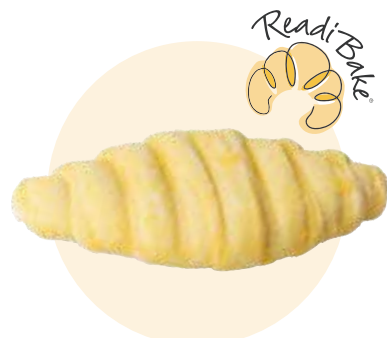
Multiple dough layers



THE ARCHES allow a more homogenous distribution of the hot air during baking, which gives a more gradual defrost, proof and development and thus delivers a more regular, visually consistent product. **This is a crucial step forward for the Readibake® concept.**



READIBAKE® IS AN EXCLUSIVE PATENTED TECHNOLOGY FOR PASTRY PRODUCTS WITH CLEAR ADVANTAGES AND IS THE ONLY TRUE FREEZER-TO-OVEN PASTRY.



✗ NO PROOFING
✗ NO DEFROSTING
✗ NO GLAZING

↓ LESS VOLUME
 & STORAGE
↓ SAVINGS

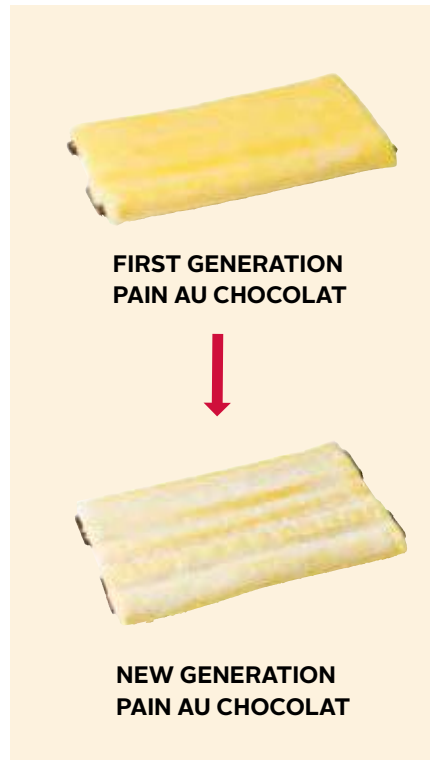
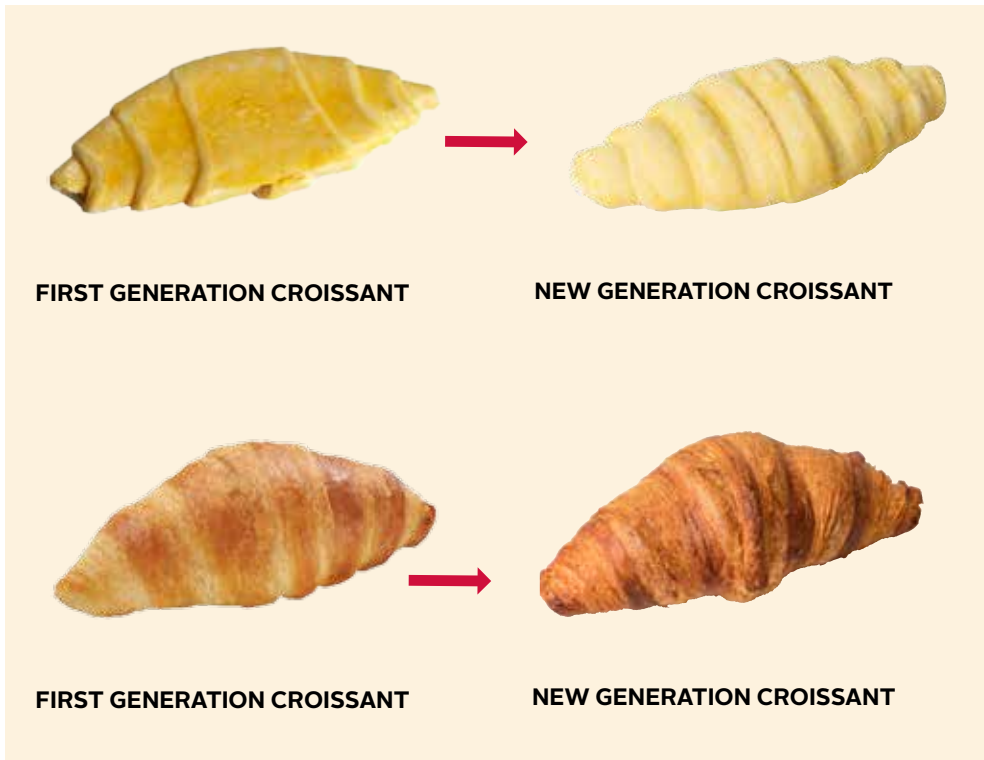
+ BROAD
 RANGE OF
+ POSSIBILITIES

✓ UPDATED
 TECHNOLOGY =
✓ ENSURED QUALITY

😊 GUARANTEED
 SATISFIED
😊 CONSUMER

IMPROVED TECHNOLOGY

Readibake® Croissants remain flattened but now have more arches.



FEATURES AND BENEFITS

READIBAKE® IS A UNIQUELY TRUE FREEZER-TO-OVEN CONCEPT OF HIGH QUALITY FRENCH INSPIRED PASTRY PRODUCTS.



No proofing. No defrosting. No glazing.

Save on labour costs (6 times faster). True freezer-to-oven technology.



Superior authentic taste & texture

Real butter and superior quality ingredients provide your customers with the authentic, delicious buttery French experience.



Save on time & wastage

Fast preparation (16 - 24 mins from frozen to baked) allows baking of several smaller batches per day instead of 1 large batch in the morning, helping you to manage wastage.



Save on operational costs

Smaller case size saves on storage space and transport costs.



Increased sales

Thanks to quick & easy preparation, you can keep your bakery stocked with fresh croissants & pastries throughout the day.



BAKING INSTRUCTIONS

Step 1

Preheat the oven:

- Convection: 175°C
- Rack oven: 200°C

Step 2

Place the products on a tray lined with baking paper, glazed side up. If your baking paper isn't non-stick, be sure to use a non-stick spray before placing the products.

Step 3

Transfer the tray directly to the oven.

Important: Keep the oven closed for the first 15 minutes.

Optional: Press steam for 5-10 seconds

- Mini items: 16-18 min
- Larger items: 22-24 min

Lower the temperature to:

- 165/175°C (convection oven)
- 180/200°C (rack oven)

Bake for 10 minutes vent (damper) closed. Open vent (damper) and bake for 8 additional minutes for mini's and up to 14 minutes for larger items, or until the products become golden brown.



INFINITE POSSIBILITIES.
ONE FAMILY.

Rich Products Corporation Africa 77 Earp Street, Ophirton, Johannesburg, South Africa, 2091

Tel: 0860-0-RICHS (74247) www.richs.co.za

For detailed product information and additional recipe inspiration, please visit www.richs.co.za





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CROISSANT 80 g



CROISSANT 60 g



CROISSANT 40 g



CROISSANT 25 g



MARGARINE CROISSANT 80 g



PAIN AU CHOCOLAT 75 g



MINI PAIN AU CHOCOLAT 30 g

THE READIBAKE® RANGE EPITOMISES THE SPIRIT OF THE FRENCH TRADITIONAL BAKER

Contains real Belgian chocolate.



CHOCOLATE CHIP TWIST 110 g



MINI PAIN AUX RAISIN 35 g

All butter French puff pastry with up to 41% filling and 96 layers of pastry.



MINI APPLE TURNOVER 40 g



MINI BREAKFAST SOLUTION

An assortment of Mini Croissants (25 g), Mini Pain Au Chocolat (30 g) and Mini Pain Aux Raisin (35 g)



MINI DANISH SELECTION

A selection of Mini Cinnamon Whirls, Mini Maple Pecan Danish and Mini Apple, Vanilla and Raspberry Crowns (42 g each). Includes a white string icing and maple syrup bag for finishing

PRODUCT INFORMATION

Product Code	Product	Unit Mass	Case Count	Gross Mass
02353	Mini Butter Croissant	25 g	200	5.47 kg
02750	Butter Croissant	40 g	130	5.67 kg
02345	Butter Croissant	60 g	100	6.47 kg
02350	Butter Croissant	80 g	70	6.35 kg
04700	Croissant (Margarine)	80 g	70	6.03 kg
02356	Chocolate Chip Twist	110 g	40	4.87 kg
02349	Pain Au Chocolat	75 g	70	6.47 kg
02352	Mini Pain Au Chocolat	30 g	180	5.87 kg
02355	Mini Pain Aux Raisin	35 g	120	4.67 kg
02346	Mini Apple Turnover	40 g	150	6.47 kg
02351	Mini Breakfast Solution	25/30/35 g	132	4.43 kg
10588	Mini Danish Selection	42 g	120	5.39 kg



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