



**BOILED. BAKED.  
BUZZWORTHY...**

Introducing the Rich's® Bagel



## NOT JUST ANY BAGEL... It's the real bagel

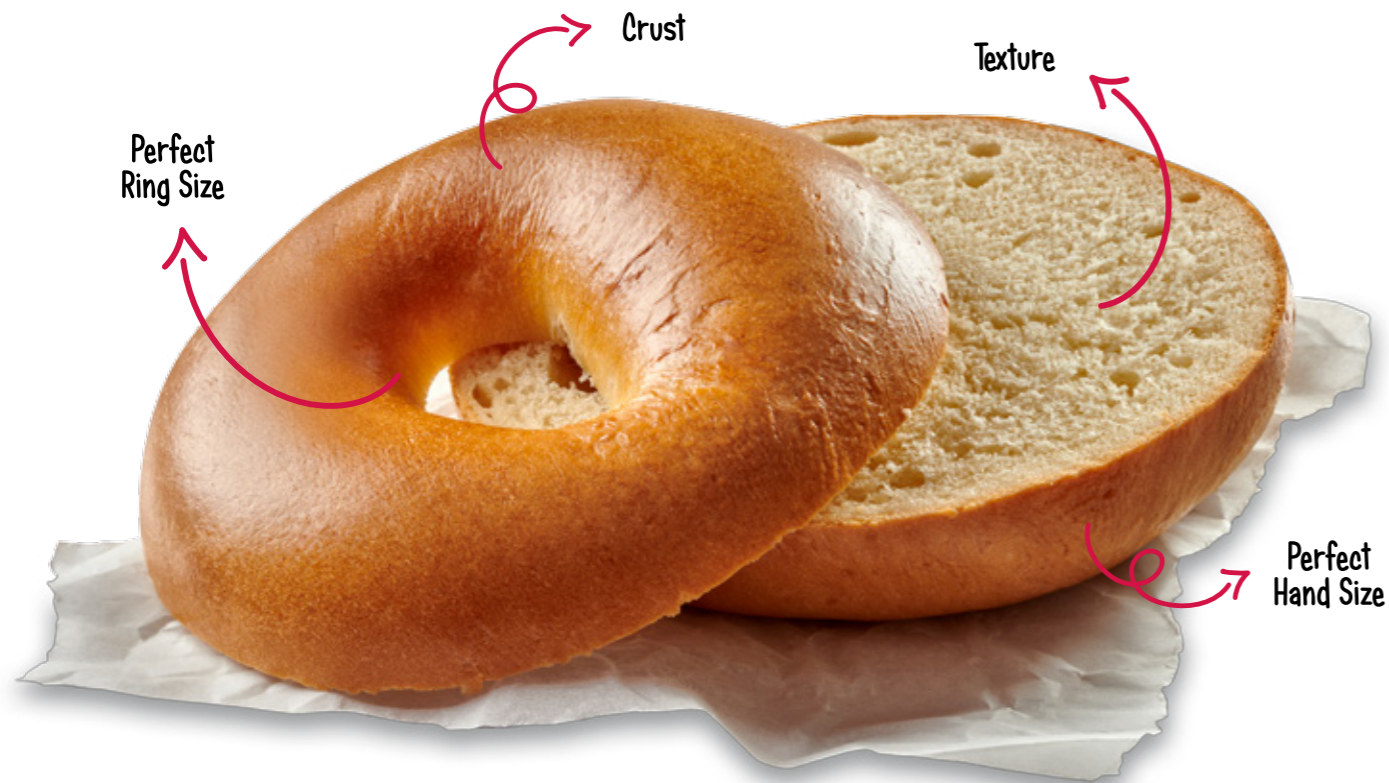
Our perfect hand size shaped bagels, have a chewy interior with a glossy browned and equally chewy crust.

## WHAT IS THE SECRET BEHIND OUR BAGELS?

Our traditional yeast wheat bagels are given just the right amount of time to rise, and boiled before baking. The slow fermentation and traditional process of boiling before baking, locks in the flavour to create that perfect bagel texture and taste.

## OUR BANG ON TREND BAGEL... Truly everything to everybody

Our bagels are so versatile; they can be used for buffets or day part menu items. Eaten fresh from the oven or toasted, the fillings and toppings are endless... fill with traditional fillings such as smoked salmon and cream cheese or make it local with biltong and avo.



**Crust** - Boiling before baking gives our crust its unique crispness and sheen

**Texture** - Boiling before baking makes for a typical dense chew

**Perfect Hand Size** - Easy to hold for on-the-go meals

**Perfect Ring Size** - Keeps filling from falling out

## LAUNCHING WITH 2 POPULAR VARIANTS

Our Plain Bagel is a beautiful thing, dense but not too dense, with a glossy, crackly outer crust and chewy interior when hot out of the oven.  
Our Multigrain Bagel is packed with poppy seeds, sesame seeds, linseeds and sunflower seeds for a nutty wheat alternative.



### PLAIN BAGEL

Our traditional yeast wheat Plain Bagels, with its delicious and chewy texture and crusty sheen is perfect for buffets, breakfast and brunch.

### MULTIGRAIN BAGEL

Our moreish Multigrain Bagels are packed with 4.5% grains and seeds and topped with poppy seeds, sesame seeds, linseeds and sunflower seeds for extra crunch and flavour.

## FROM A-Z AND EVERYTHING IN BETWEEN

Everything goes with our bagels. From avo to zucchini you will be spoilt for choice.

### BREAKFAST



#### WHOLESOME DELIGHT

Cram a **NEW Rich's**® Multigrain Bagel with wholesome, fresh and colourful layers. Spread fresh guacamole, add sliced soft boiled egg, tomato and toasted pine nuts. Season generously for an extra kick of flavour.

### LUNCH



#### THE OTT

Create an over-the-top lunch time treat! Toast a **NEW Rich's**® Plain Bagel, spread with basil pesto, crunchy cucumber slices, prosciutto, slivers of fresh fig, red onions and micro herbs.

### MUNCH



#### THE SHMEAR

Smear a **NEW Rich's**® Plain Bagel with a generous lashing of whipped cinnamon butter. Layer banana slices and a sprinkle of toasted nuts for crunch – drizzle with honey to satisfy those morning hunger pangs.

# YOUR A-Z ON FILLINGS

<b>A</b>	Avocado/Anchovies/Asparagus
<b>B</b>	Bacon/Biltong/Beetroot/Blue Cheese/Banana/Basil
<b>C</b>	Calamari/Chicken/Cheese/Cucumber/Capers/Coriander/ Capsicum
<b>D</b>	Dill/Dijon Mustard/Duck
<b>E</b>	Eggs/Eggplant
<b>F</b>	Fish/Feta/Figs
<b>G</b>	Garlic/Goat's Cheese/Green Pepper
<b>H</b>	Haloumi/Hummus/Honey
<b>I</b>	Iceberg Lettuce
<b>J</b>	Jerusalem Artichoke/Jelly (Mint, Cranberry and Grape)
<b>K</b>	Kale
<b>L</b>	Lobster/Lamb/Lettuce
<b>M</b>	Mozzarella/Mushrooms/Mung Beans/Mustard/Mayonnaise
<b>N</b>	Nasturtium
<b>O</b>	Onion/Olives/Ostrich
<b>P</b>	Prawns/Provolone/Parmesan/Peppers/Pesto/Pine Nuts
<b>Q</b>	Q the filling
<b>R</b>	Rocket/Radish/Red Onion
<b>S</b>	Salmon/Shallots/Snoek/Strawberries
<b>T</b>	Tabasco/Tomato/Turkey/Tuna/Trout
<b>U</b>	U choose
<b>V</b>	Veal/Venison/Vegetables
<b>W</b>	Wasabi
<b>X</b>	X rate your bagel
<b>Y</b>	Yellow Pepper/Yoghurt Dressing/Yuzo
<b>Z</b>	Zucchini

## FEATURES AND BENEFITS



### Easy and Convenient

Easy to prepare, just defrost at room temperature for 30-45 minutes.



### Quality and Consistency

Top quality ingredients for authentic results.



### Perfect Size

Fits in the hand comfortably for "on-the-go".



### Configuration

Perfectly portioned to offer the right quantity for your needs.

## Handling



- Store frozen at  $-18^{\circ}\text{C}$  or below



- Defrost at room temperature for 30-45 minutes



- To refresh, bake at  $180^{\circ}\text{C}$  +/- 4 minutes

## Shelf Life



- Unopened frozen: 11 months



- Ambient: 1 day

## PRODUCT INFORMATION

Product code	Description	Case count	Unit mass	Gross mass
16761	Plain Bagel	50	100 g	5.80 kg
16762	Multigrain Bagel	50	100 g	5.80 kg

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

Tel: 0860-0-RICHS (74247) | [www.richs.co.za](http://www.richs.co.za)

For detailed product information and additional recipe inspiration, please visit [www.richs.co.za](http://www.richs.co.za)

