

RICH'S[®]



**UNLOCK THE SECRET
TO AN EXPLOSION OF FLAVOUR.**



THE SECRET IS IN THE CENTRE

NEW FILLED CUPCAKES

It's no secret we love innovating already loved favourites. Our on-trend, hidden centre cupcakes represent the latest way in which we have innovated the much loved, humble cupcake.

Now available in three iconic flavours.

Milktart, Death By Chocolate and Lemon Curd Baked Filled Cupcakes are moist, nostalgic in flavour and filled with premium, decadent fillings ready to be topped, iced or glazed. Our Hidden Centre Cupcakes guarantee a unique flavour experience, creating an appealing addition to the bakery counter.

FEATURES AND BENEFITS



Texture and Taste

Specifically formulated and filled with premium, decadent fillings, ensuring soft texture, delicious taste and the perfect amount of filling in every bite.



Uniform and Consistent

Delivering the trusted signature performance, our hidden centre cupcakes are baked to perfection, flash frozen to lock in freshness, and uniform, ensuring consistently filled centres in every cupcake.



Customer Loved & Operator Friendly

A world of creation is in your hands. Our cupcakes are ready to be topped, iced or glazed. Simply thaw, decorate and serve. A world of creation awaits!



Topping Tip

Top and decorate cupcakes using the full spectrum of Rich's® Whip Topping® or Bettercreme® icings. Did you know Rich's® Bettercreme® icings are ambient stable for up to 7 days!

Hidden Centre Milktart Cupcakes

A moist vanilla sponge cupcake filled with a creamy milktart filling.



Hidden Centre Death By Chocolate Cupcakes

A moist chocolate sponge cupcake filled with a premium gooey milk chocolate filling.



Hidden Centre Lemon Curd Cupcakes

A moist vanilla flavoured sponge cupcake filled with an authentic, smooth and tangy lemon curd filling.



Baked Milktart Filled Cupcakes



Baked Death By Chocolate Filled Cupcakes



Baked Lemon Curd Filled Cupcakes

CLASSIC CUPCAKE RANGE

Our cupcakes are simply baked to perfection! We lock in their spongy freshness by flash freezing them immediately after manufacturing. Simply defrost and decorate.

Make it your own and get creative with our range of premium un-iced and baked cupcakes.



Baked Vanilla Cupcake



Baked Chocolate Cupcake



Baked Red Velvet Cupcake



CREATING THE PERFECT CELEBRATION JUST BECAME EASIER!

OUR NEW FILLED CUPCAKES ARE PERFECTLY PAIRED WITH RICH'S® BETTERCREME® PRE-WHIP.



Handling

- Remove required number of cupcakes from freezer.
- Place cupcakes on a baking tray and leave to defrost for 30 minutes at room temperature.
- Ice and decorate as desired.

Shelf Life

- Unopened, frozen: 5 Months

PRODUCT INFORMATION

Product code	Description	Case count	Unit mass	Gross mass
18009	Baked Lemon Curd Filled Cupcakes	60	52 g	3.78 kg
18003	Baked Death By Chocolate Filled Cupcakes	60	52 g	3.78 kg
18007	Baked Milkart Filled Cupcakes	60	52 g	3.78 kg

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

