



A BLAST OF CELEBRATION IN EVERY BITE. INTRODUCING OUR NEW CONFETTI BIRTHDAY PARTY PORTFOLIO.

Our on-trend new confetti celebration and Birthday Party line-up is just the answer for shoppers clamouring for that show stopping sweet treat to mark celebratory occasions and bring delicious excitement to everyday desserts! Fun, aspirational and a combination of beloved celebration and birthday party elements – cake and confetti. This new product portfolio includes Rich's® Birthday Party Baked Vanilla Cupcakes and versatile Batter.

BAKED VANILLA BIRTHDAY PARTY CUPCAKES



Rich's® Baked Vanilla Birthday Party Cupcakes are a colourful new addition to enhance the celebration bakery range. Multi-coloured confetti sprinkles are baked within, delivering the trusted signature performance – firm structure, soft texture and delicious taste!

FEATURES AND BENEFITS

- Uniform and Consistent**
Our Birthday Party Cupcakes are baked to perfection, flash frozen to lock in freshness, and are uniform with even confetti inclusion dispersion ensuring consistency.
- Texture & Taste**
Specifically formulated to ensure a consistent firm structure, soft texture and delicious taste, creating a blast of birthday in every bite.
- Customer Loved & Operator Friendly**
Putting the creativity in your hands, our cupcakes are ready-to-use, consistently moist, flavourful and easy to decorate. Simply thaw, ice and serve.
- Superior Structure**
Ensuring excellent quality and perfect aeration, resulting in a great-textured and light cupcakes.



Confetti sprinkles have an even dispersion throughout.

BIRTHDAY PARTY BATTER



Rich's® Birthday Party Batter is perfect for waffles, cake pops, muffins, cupcakes and more to compliment your menu offering or add a burst of celebration into every day.

FEATURES AND BENEFITS

- Easy and Efficient**
Very easy to prepare – just thaw, pipe and bake.
- Quality and Consistency**
Top quality ingredients used to give you the best muffin time and time again with high confetti inclusion coverage.
- Perfect Portions**
Bag size is perfectly portioned to offer the right amount of batter for your needs.
- Operator Friendly**
High quality bag to avoid splitting or leaking.
- Versatile**
Can be used for other products such as waffles, cake pops, pancakes and more.



A CREATION FOR EVERY CELEBRATION



PERFECTLY PAIRED WITH

Pre-Whip Products



Ready-to-Whip Products



Gel Colours (Non-flavoured)



CREATING THE PERFECT CELEBRATION JUST BECAME EASIER!

PRODUCT INFORMATION

Product code	Description	Case count	Unit mass	Gross mass
18051	Baked Vanilla Birthday Party Cupcake	60	40 g	3.06 kg
17533	Birthday Party Batter	6	1.36 kg	8.51 kg
16844	On Top® With Cream	4	500 g	2.30 kg
06436	Vanilla Flavoured Bettercreme® Pre-Whip	4	500 g	2.30 kg
06555	Chocolate Bettercreme® Pre-Whip	4	500 g	2.30 kg
16560	Whip Topping® With Cream	9	2 kg	18.76 kg
08503	Whip Topping® European Style	9	2 kg	18.64 kg
18058	Whip Topping® French Vanilla Flavoured	9	2 kg	18.64 kg
08500	Vanilla Flavoured Bettercreme®	9	2 kg	18.64 kg
08506	Dairy Flavoured Bettercreme®	9	2 kg	18.64 kg
18096	Gel Colours (Mixed Case)	8	125 ml	1.06 kg