



# **A WORLD OF YOUR CREATION.**

Product Catalogue


















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## KEY

-  Pack Size
-  Pallet Config.
-  Weight
-  Thaw Time
-  Oven Temp.
-  Bake Time
-  Prove Time
-  Frozen Shelf Life
-  Refrigeration Shelf Life
-  Kosher
-  Halaal





# INFINITE POSSIBILITIES. ONE FAMILY.

INFINITE POSSIBILITIES. **ONE FAMILY.**

## MEET RICH'S®

Rich's®, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, desserts and specialty toppings, our products are used in restaurants, hotels and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size.

Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, c-stores, deli, and prepared foods, among others.

Working in 100 locations globally, with Rich Products Corporation Africa servicing 15 countries on the African continent, and annual sales exceeding \$3.7 billion, Rich's® is a global leader with a focus on everything that family makes possible. Rich's® — Infinite Possibilities. One Family.

## AN OVERVIEW OF OUR STORY

The story of Rich Products Corporation begins in 1935, when Robert E. Rich is the owner and operator of Wilber Farms Dairy. While later serving as Michigan's War Food Administrator, Mr. Rich learns about unique research being conducted at the George Washington Carver Institute. Soybeans, it seems, have the potential to be used for innovative new food products.

In 1945, while investigating the use of soybeans as a vegetable-based replacement for whipped cream, Mr. Rich invents Rich's® Whip Topping®, the world's first frozen, non-dairy whipped topping. The landmark creation marks the birth of Rich Products Corporation.

*"We're rooted in the past but we have our head in the future."*

Bob Rich, Chairman






THE RICH EXPERIENCE

Year after year customers rank character, speed and insight as the critical elements that add value to their business and differentiate Rich's® from the competition. It's these elements that are the foundation of The Rich Experience, earning Rich's® the coveted position of trusted, first-choice supplier and partner.

The Rich Experience touches every part of our business, every day, with every customer, in every country we work in. The Rich Experience is our commitment to our customers and their customers – the end consumer – in making sure that we deliver value in everything we do. Backed by a deep understanding of customers' businesses, we gather market research and consumer data and leverage our culinary and sales expertise to offer solutions to help our customers grow.

Rich's® loves food. But one thing rates even higher in importance than the company's desire to deliver all things delicious – Rich's® passion for customers.



INFINITE POSSIBILITIES.  
ONE FAMILY.

THE RICH EXPERIENCE

ENRICHING OUR CUSTOMERS WITH...

INSIGHT

We act as an extension of our customers' internal teams. We **research** the marketplace, **analyse** information and put **knowledge** and **insight** into action for our customers.

SPEED

We **innovate** with speed and respond with urgency. We strive to anticipate **opportunities** and **solutions** long before our customers even realise that they have a need.

CHARACTER

We have a strong sense of doing what's right and a connected **global culture** that enables our people to bring our **values** to life.

THE RICH PROMISE

The Rich Promise isn't confined to a framed poster on a wall. Every day, Rich's® associates live out the Promise both inside the company and in the communities where we live and work, guided by five core values:



INFINITE POSSIBILITIES.  
ONE FAMILY.

THE RICH PROMISE

We will treat our customers, our associates and our communities the same way.  
Like family.

OUR FAMILY VALUES...

CHERISH OUR CULTURE

Work, learn and celebrate together.

INNOVATE

Imagine what's possible and create what's valued.

BE THE TRUSTED FIRST CHOICE

Listen, understand and deliver for customers like no other company.

BETTER OUR COMMUNITIES

Devote time and talent where we live and work.

DO WHAT'S RIGHT

No matter what.

We will treat our customers, our associates and our communities the same way. Like family.

FOOD SAFETY, CERTIFICATIONS AND QUALITY ASSURANCE

Our passion for food goes well beyond taste. It's about reliability and trust. And that means delivering delicious, safe and high-quality products to our customers and consumers. Every time.

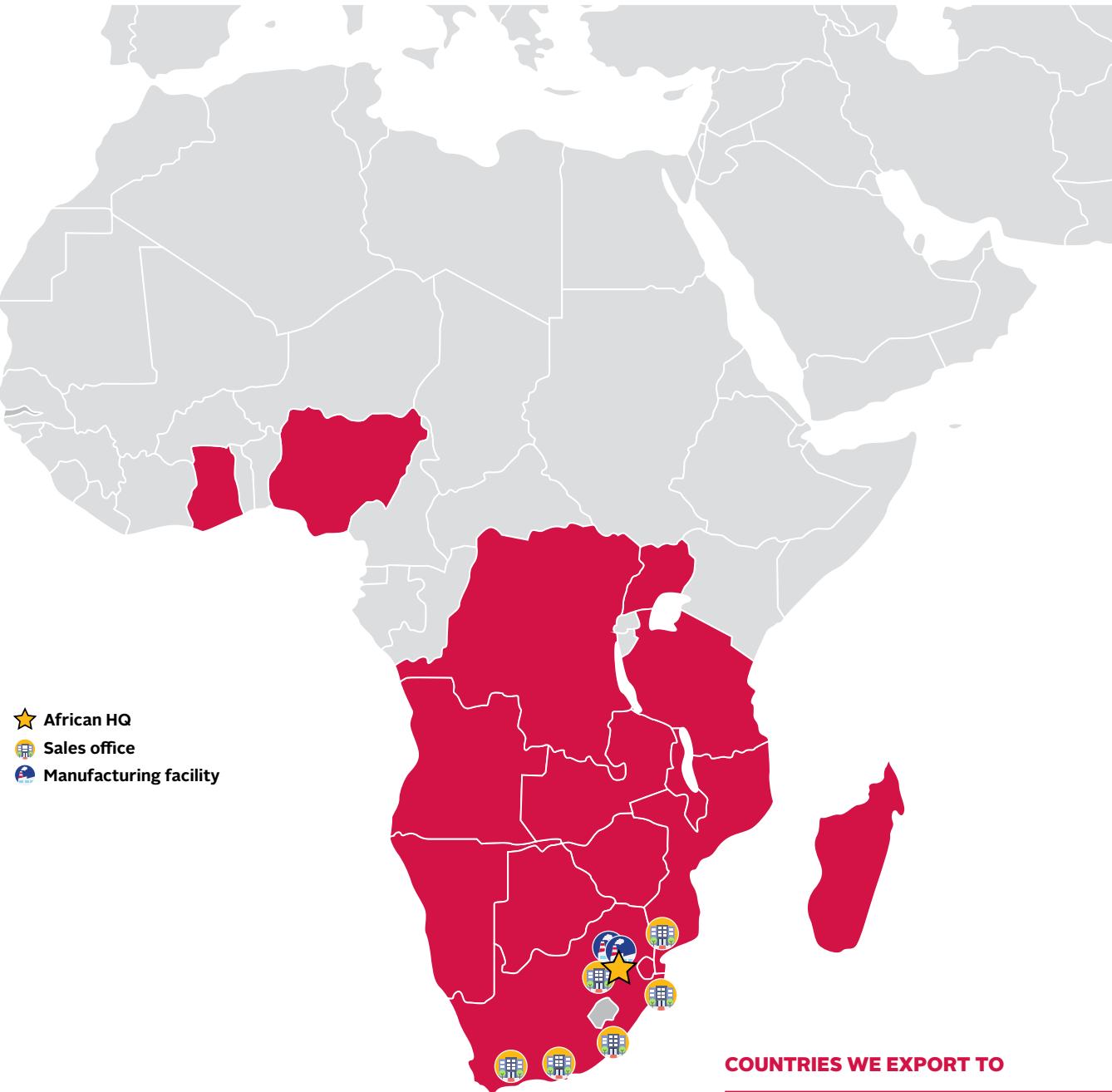
We set the highest bar for ourselves and our partners. Our standards ensure that the most scientific, risk-based preventative controls are in place to drive product safety. From proactively monitoring raw materials and finished goods to manufacturing processes and stringent sanitary handling, superior food safety is at the heart of everything we do.

When it comes to product quality, we partner with our customers to understand their requirements. Producing the highest quality products, designed to meet the highest possible standards. Our goal is to deliver high quality products you can depend on.

We are proud of our food safety record which our associates work tirelessly to monitor and maintain in our manufacturing facilities, whilst subscribing to the highest quality standards possible. One of our core beliefs is that our role is to protect and promote the wellbeing of our customers and consumers.







# RICH'S® AFRICA

With our head office and lead manufacturing plant based in Ophirton, Johannesburg, and regional offices in all major regions of South Africa, our reach extends well beyond South Africa, servicing over 15 countries within Africa.

## CHANNELS

Whether you are a family cafe with a loyal handful of customers, a caterer, independent hotel or group, restaurant or QSR satisfying new tastes every day, or a retailer needing speed and innovative solutions; Rich's® has the components you need, all through the day. Our diverse and scalable product lines are well paired with our decades of experience in culinary sectors just like yours.

### Channels we operate in



Foodservice



In-Store Bakeries



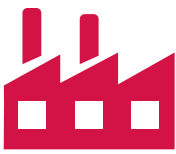
C-Stores



National Accounts



Export



Industrial



Airlines

## CONTACT DETAILS

### HEAD OFFICE

#### Rich Products Corporation Africa

77 Earp Street, Ophirton, Johannesburg, South Africa 2091  
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[www.richs.co.za](http://www.richs.co.za)

### NATIONAL CALL CENTRE

Contact our national customer care and call center for all product orders or queries.  
0800-O-RICHs (74247)

### AFRICA EXPORT DIVISION

77 Earp Street, Ophirton, Johannesburg, South Africa 2091  
+27 (11) 429-4059

### QUALITY ASSURANCE

If you require any assistance with regards to the quality of our products, our team of customer care associates are equipped to answer and log any questions or queries you may have.  
0800-O-RICHs (74247)





# TOPPINGS AND ICINGS

## TOPPINGS

As the worldwide leader in Whip Topping®, Rich's® portfolio of toppings have been designed with foodservice professionals and bakery customers in mind. With superior stability and perfect performance, these toppings are ideal for creating fresh, in-house cakes and desserts or topping delicious beverages that are both delicious and cost effective.



16844

### On Top® With Cream

On Top® With Cream is an authentic, superior pre-whipped Whip Topping® that is a blended combination of dairy and non-dairy ingredients for non-dairy stability and the taste and colour of real cream.



4 500 g 8x5 12 mths 24 h 14 days Halaal Kosher



16560

### Whip Topping® With Cream

A liquid topping that is a blend of real dairy cream and non-dairy ingredients. Offering non-dairy stability and the taste and colour of real cream. Now, there's a delicious dollop for every occasion.



9 2 kg 9x5 12 mths 24 h 14 days Halaal Kosher



08503

### Whip Topping® European Style

A non-dairy topping that offers great performance and stability with an authentic creamy flavour and appearance.



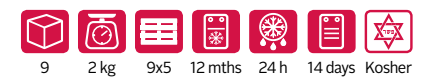
9 2 kg 9x5 12 mths 24 h 14 days Halaal Kosher



18058

### Whip Topping® French Vanilla Flavoured

A non-dairy topping that offers great performance and stability with an authentic creamy vanilla flavour and appearance.



9 2 kg 9x5 12 mths 24 h 14 days Kosher



08960

### Whip Topping® Chocolate Flavoured

A chocolate flavoured non-dairy topping that offers great performance and stability.



9 2 kg 9x5 12 mths 24 h 14 days Halaal Kosher



16559

### Whip Topping® Base

A concentrated Whip Topping® offering operators the flexibility to create their perfect topping for cakes, desserts and delicious delicacies. Whip Topping® Base can be blended perfectly with any flavour & ingredient, or add stability to fresh cream, making it the perfect base for a variety of recipes.



9 2 kg 9x5 12 mths 24 h 30 days Halaal Kosher





BETTERCREME® READY-TO-WHIP

Ease of use, excellent appearance, great taste and versatility are some of the many reasons why bakeries around the world use Bettercreme® products. These delightful icings and fillings spread like a dream, offer a smooth texture and light creamy taste. Ambient stable for up to 7 days, Bettercreme® provides excellent yield, making it any cake decorator's first choice! Bettercreme® allows you to add your own special flavours or colours to customise and decorate your cakes or desserts. Simply thaw, whip and decorate!



**08500**  
**Vanilla Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**08495**  
**Chocolate Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**08506**  
**Dairy Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**08507**  
**Strawberry Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**14614**  
**Coffee Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**14915**  
**Mint Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**05677**  
**Caramel Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



**13527**  
**Custard Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



NEW

**17717**  
**Peanut Butter Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



LTO

**17443**  
**Granadilla Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher



LTO

**17444**  
**Peach Flavoured Bettercreme®**

9 2 kg 9x5 12 mths 3 mths Halaal Kosher





ICINGS

BETTERCREME® PRE-WHIP

Pre-Whipped Bettercreme® is simple, easy and ready to use with no mixing or labour required – saving operator time previously spent on thawing, dispensing, whipping and transferring product into a piping bag. Simply tear open the perforated end, position the nozzle and decorate!



06436  
Vanilla Flavoured  
Bettercreme® Pre-Whip



06555  
Chocolate Flavoured  
Bettercreme® Pre-Whip



17124  
Cinnamon Bettercreme®  
Pre-Whip



02581  
Bettercreme® Pre-Whip Colours (Mixed Case)



CULINARY  
SOLUTIONS



A product range for all your kitchen and culinary needs. Designed to offer simple, flexible solutions for operators who want to serve highly versatile and great tasting menu items. The range will help maximize food cost and labour whilst offering consumers a delicious and consistent experience.



**10129**  
**Cooking Rich®**

Specifically developed for use in hot cooking applications, Cooking Rich® provides excellent stability, great consistency and a delicious creamy flavour and texture. Cooking Rich® is the perfect partner for any kitchen!



**13745**  
**Versatie®**

Ideal for both sweet and savoury applications, used hot or cold. Versatie® is the preferred alternative to fresh dairy cream and is the ideal solution for all your cooking, pouring and whipping needs. Can't be frozen. Only Refrigerated.



**02558**  
**Tres Riches® Syrup**

Derived from the traditional Mexican Tres Letches Syrup recipe – a three milk dessert mix – we are proud to introduce Tres Riches® Syrup, a revolutionary and delicious beverage, cake and dessert base mix; ideal for both bakery and foodservice operators.



# SPONGES AND CUPCAKES



SPONGES AND CUPCAKES

Our sponge layers, cupcakes and cakes are simply baked to perfection! We lock in their spongy freshness by flash freezing them immediately after manufacturing. Rich's® Sponge Layers are the quickest and most convenient way to create the perfect cake. Simply defrost and decorate.

SIGNATURE SPONGE RANGE



**O4641**  
**200 mm (8") Signature Vanilla Sponge**  
24 410 g 5x5 9mths 30 m Halaal



**O4644**  
**200 mm (8") Signature Chocolate Sponge**  
24 410 g 5x5 9mths 30 m Halaal



**15155**  
**150 mm (6") Signature Vanilla Sponge**  
36 180 g 4x5 9mths 30 m Halaal



**15154**  
**150 mm (6") Signature Chocolate Sponge**  
36 180 g 4x5 9mths 30 m Halaal



**00397**  
**Vanilla Rectangular Sponge**  
16 750 g 5x5 9mths 30 m Halaal



**00395**  
**Chocolate Rectangular Sponge**  
16 750 g 5x5 9mths 30 m Halaal



CARROT SIGNATURE SPONGE



**07327**  
**Carrot Cake**  
A premium homestyle carrot cake made with the finest ingredients and baked to a moist, dense consistency. Rich's® Carrot Cake is the quickest and easiest way to offer a premium quality loaf cake to your customers. Simply remove from the freezer, allow to defrost, ice with Rich's® Cream Cheese Flavoured Icing, decorate and serve.  
24 460 g 12x10 30 m 6 mths Halaal

BAKED CUPCAKES



**10787**  
**Baked Vanilla Cupcake**  
60 35 g 8x12 15 m 5 mths



**16086**  
**Baked Chocolate Cupcake**  
60 40 g 8x12 15 m 5 mths Halaal



**10622**  
**Baked Red Velvet Cupcake**  
60 40 g 8x12 15 m 5 mths



**18051**  
**Baked Vanilla Birthday Party Cupcake**  
60 40 g 8x12 15 m 5 mths

FILLED CUPCAKES



**18007**  
**Baked Milktart Filled Cupcakes**  
60 52 g 8x12 30 m 5 mths Halaal



**18003**  
**Baked Death By Chocolate Filled Cupcakes**  
60 52 g 8x12 30 m 5 mths Halaal



**18009**  
**Baked Lemon Curd Filled Cupcakes**  
60 52 g 8x12 30 m 5 mths Halaal







# DONUTS

## DONUTS

Mouth-watering and affordable, Rich's® Donuts are delicious and super convenient. We offer a wide range ideal for any serving occasion and we provide great finishing options and merchandising tips for our clients to maximise their sales.

### HOMESTYLE DONUTS

The original and favourite all-American donut. Rich's® Homestyle Donuts have been perfectly crafted, guaranteeing consistent quality and great taste - recognised and renowned for its soft and light texture. This versatile product can be finished and decorated in many different ways, by season, by holiday, or just plain glazed, sugar coated or iced. Simply bake at 180°C for approximately 2 - 3 minutes.



13530  
Homestyle Ring Donut

84

60 g

7x7

180°C

2-3 m

9 mths

Halaal



12630  
Homestyle Donut Holes

384

11 g

7x5

180°C

1-2 m

9 mths

Halaal



15565  
Homestyle Heart-Shaped Donut

84

60 g

7x7

180°C

2-3 m

9 mths

Halaal



13746  
Chocolate Ring Donut

84

70 g

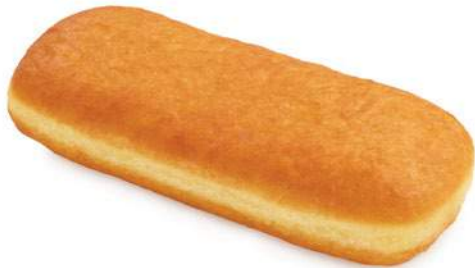
7x7

180°C

2-3 m

9 mths

Halaal



12631  
Homestyle Long John Donut

60

64 g

7x5

180°C

2-3 m

9 mths

Halaal



12914  
Homestyle Mini Ring Donut

200

25 g

7x7

180°C

1-2 m

9 mths

Halaal



18285  
Homestyle Flower Shaped Donut

60

60 g

7x7

180°C

2-3 m

9 mths

Halaal

NEW



DONUTS

TRADITIONAL DONUTS

South Africa's familiar favourite, no-bake donut. Rich's® Traditional Donuts are an authentic and nostalgic reminder of the beloved wholesome and great tasting traditional South African donut. A slightly denser texture and delicious flavour make it a perfect addition to any bakery counter. Simply thaw, decorate and serve.



14860  
Traditional Ring Donut

(Defrost at room temp. Do not bake)



14857  
Traditional Long John Donut

(Defrost at room temp. Do not bake)



15043  
Traditional Shell Donut

(Defrost at room temp. Do not bake)



15044  
Traditional Mini Ring Donut

(Defrost at room temp. Do not bake)



16126  
Traditional Square Shaped Donut

(Defrost at room temp. Do not bake)



# READIBAKE® RANGE





READIBAKE® FREEZER-TO-OVEN RANGE

Readibake® is a uniquely true freezer-to-oven patented concept of high quality French inspired pastry products that can be baked off in 2 easy steps – just pan and bake, no thawing or proving is required! Readibake® ensures an even rise and a visually consistent result, delivering layered perfection, buttery taste and an authentic French flaky pastry experience.



**02350**  
**80 g CROISSANT**

Pure butter traditional French Croissant



**02750**  
**40 g CROISSANT**

Pure butter traditional French Croissant



**02345**  
**60 g CROISSANT**

Pure butter traditional French Croissant



**02353**  
**25 g MINI CROISSANT**

Pure butter traditional French Croissant



READIBAKE® FREEZER-TO-OVEN RANGE

Readibake® is a uniquely true freezer-to-oven patented concept of high quality French inspired pastry products that can be baked off in 2 easy steps – just pan and bake, no thawing or proving is required! Readibake® ensures an even rise and a visually consistent result, delivering layered perfection, buttery taste and an authentic French flaky pastry experience.



**02349**  
**Pain Au Chocolat**

A classic French treat made from the finest laminated flaky pastry filled with Belgian chocolate



**02352**  
**Mini Pain Au Chocolat**

A classic French treat made from the finest laminated flaky pastry filled with Belgian chocolate



**02356**  
**Chocolate Chip Twist**

Milk chocolate chips in a pure butter pastry twist fused with custard



**10588**  
**Mini Danish Selection**

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





# CROISSANTS

## SPEEDIBAKE® RANGE

### SPEEDIBAKE® FREEZER-TO-OVEN RANGE

Introducing our new Speedibake® freezer-to-oven Croissant range, delivering consistency time and time again. Filled, or on-the-go, our Speedibake® croissants are perfect for any day part menu items to suit your business needs.



04700

80 g Croissant



18495

60 g Croissant



18494

40 g Croissant



18493

25 g Mini Croissant





CROISSANTS

PRE-PROVED CROISSANTS

Warm and delicious flaky croissants are a firm favourite and now with Rich's® Pre-Proved Croissant Range, it's even easier to keep them coming out the oven. With the range already proved, you only need to thaw and bake, giving you back that precious time in the kitchen.



15822  
90 g Pre-Proved Butter Croissant



50



90 g



8x7



30 m



180-190°C



18-20 m



12 mths



Halaal



16039  
55 g Pre-Proved Butter Croissant



120



55 g



8x5



30 m



180-190°C



18-20 m



12 mths



Halaal



15838  
25 g Pre-Proved Mini Butter Croissant



100



25 g



8x5



30 m



180-190°C



18-20 m



12 mths



Halaal



05094  
80 g Butter Croissant



50



80 g



8x12



30 m



45-50 m



180°C



12-15 m



4 mths




Halaal



15828  
60 g Butter Croissant




50




60 g



8x12



30 m



45-50 m




180°C



12-15 m



4 mths



Halaal



15830  
30 g Mini Butter Croissant



240



30 g



8x5



30 m



45-50 m



180°C



12-15 m



4 mths



Halaal

**THAW, PROVE AND BAKE CROISSANTS**

A traditional rich buttery taste and light texture make Rich's® Croissants the perfect addition to any in-store bakery or foodservice operation. The freshly baked aroma of our 100% real butter croissants generates excellent impulse sales in store or front of house. Our extensive range assures that we have the croissant solution to suit your needs.

DANISH PASTRIES





DANISH PASTRIES

Our Danish products are made the old-fashioned way; layer upon layer of rich buttered dough. The result is a light mouthwatering product. Now you too can have perfect Danish Pastries whenever you need them.

DANISH PLAITS

Our perfect blend of flavours have been carefully developed to provide fresh and delicious treats that taste as good as they look. Because of their freezer-to-oven technology they can be baked off as needed.



13631

Apple Streusel Danish Plaits

50

100g

8X12

170°-180°C

20-25 m

4 mths



14443

Mini Apple Streusel Plait

100

50g

8X12

170°-180°C

20-25 m

4 mths



09979

Maple and Pecan Danish Plaits

50

90g

8X12

170°-180°C

20-25 m

4 mths



14446

Mini Maple and Pecan Streusel Plait

100

45g

8X12

170°-180°C

20-25 m

4 mths



14447

Mini Raspberry Streusel Plait

100

50g

8X12

170°-180°C

20-25 m

4 mths

DANISH PASTRIES



16455

Mini Selection

A selection of custard puffs, apricot puffs, mini apple plaits, mini raspberry plaits and mini maple and pecan plaits

120

50/45/40 g

8X5

170°-180°C

20-25 m

4 mths

DANISH POCKETS

Flaky layers of crispy pastry with a decadent fruit and custard filling. Our Danish Pockets thaw, prove and bake to perfection and are an indulgent sweet treat.



15135

Apple Danish Pockets

50

85 g

8x12

30 m

30-45 m

170°-180°C

20-25 m

4 mths



15139

Custard Danish Pockets

50

85 g

8x12

30 m

30-45 m

170°-180°C

20-25 m

4 mths







# PUFF PASTRIES

## PUFF PASTRIES

Our extensive range of Puff Pastry products will cater for any bakery need. We stock sweet puffs, and turnovers that contain real fruit pieces or custard fillings, premium puff pastry sheets and blocks for any required bakery applications, and popular palmiers.

### SWEET PUFFS

Rich's® Sweet Puffs are made from a light puff pastry and are available in a variety of delicious flavours. Easy and convenient to prepare, they need no proving. Their tasty fruit or custard fillings will ensure they take top spot in your bakery sales or buffet table.



**00386**  
**Mini Apple Puff**

120 40 g 8x12 15 m 180° 20-25 m 9 mths Halaal



**29381**  
**Apple Puff**

50 100 g 8x12 30 m 180° 20-25 m 9 mths Halaal



**00415**  
**Mini Apricot Puff**

120 40 g 8x12 15 m 180° 20-25 m 9 mths Halaal



**29394**  
**Custard Puff**

50 100 g 8x12 30 m 180° 20-25 m 9 mths Halaal



**00390**  
**Mini Custard Puff**

120 40 g 8x12 15 m 180° 20-25 m 9 mths Halaal





PUFF PASTRIES

00394  
Jam Turnover

Rich's® Jam and Apple Turnovers are made with light, flaky puff pastry and are filled with a traditional jam or flavour bursting apple filling.



50100 g8x1230 m180°20-25 m9 mthsHalaal

10299  
Palmiers









Sheets of puff pastry coated in sugar with two sides rolled up together to meet in the middle. Simply thaw, cut into required slices and bake.



6600 g30x1030 m180°20-25 m6 mthsHalaal

29366  
Premium Puff Pastry Sheets

Our versatile and convenient puff pastry is individually portioned in ready-to-use sheets, suitable for a variety of uses. Simply allow to thaw and the sheets are ready to use.



20350 g13x810 mAs Required9 mthsHalaal



SAVOURY PASTRIES

Our savoury pastries are made from light, flaky puff pastry and filled with only the finest savoury ingredients. They are ideal Grab and Go savoury snacks, can be enjoyed hot or cold, are easy to handle, easy to bake and require no proving.



11367  
Cheese Twist

A light twisted puff pastry with cheese filling and topped with sprinkles of cheddar



50100 g8x540 m180°20-25 m9 mthsHalaal

MUFFINS





MUFFINS

With unbeatable texture and freshly baked taste, even the most discerning customer will be spoilt for choice with Rich's® Muffins! From the traditional blueberry muffin to our decadently filled muffins, our range has something to offer everybody's sweet tooth.

FILLED MUFFINS

Skilfully filled and perfectly baked, Rich's® Filled Muffins will take your patrons' senses to sublime heights. Each muffin is filled with unique flavoured centres that simply ooze deliciousness!



14403  
Cappuccino Chocolate Filled Muffin

24 145 g 11x5 1 hr 6 mths Halaal



14404  
Chocolate Filled Muffin

24 145 g 11x5 1 hr 6 mths



14401  
Berry Burst Filled Muffin

24 145 g 11x5 1 hr 6 mths Halaal



16780  
Milk tart Filled Muffin

24 150 g 11x5 1 hr 6 mths Halaal



16781  
Blueberry Cheesecake Filled Muffin

24 128 g 11x5 1 hr 6 mths Halaal



17767  
Pumpkin Cheesecake Muffin

24 122 g 11x5 1 hr 6 mths



18013  
Cranberry Cheesecake Muffin

24 132 g 11x5 1 hr 6 mths



MUFFINS

120 g PREMIUM MUFFINS

Our range of premium muffins is suited to consumers looking for a wholesome, yet indulgent treat with delicious and unique flavour combinations. Our muffins are topped and baked in attractive tulip cups. Simply thaw and serve.



16732  
Banana Milk Choc & Pecan Nut Muffin

24 120 g 11x5 1 hr 6 mths Halaal



08194  
Premium Breakfast

24 120 g 11x5 1 hr 6 mths Halaal

60 g CLASSIC SWEET MUFFINS

Lovingly made with only the finest ingredients, our classic sweet muffins are bursting with flavour. Our range comes baked and topped in tulip cups and are so easy to prepare, simply thaw and serve.



09703  
Classic Sweet Orange and Cranberry

24 60 g 8x5 30 m 6 mths Halaal



09704  
Classic Sweet Granola Strawberry

24 60 g 8x5 30 m 6 mths Halaal



09706  
Classic Sweet Breakfast

24 60 g 8x5 30 m 6 mths Halaal



09708  
Classic Sweet Triple Chocolate

24 60 g 8x5 30 m 6 mths Halaal



09707  
Classic Sweet Apple and Pecan Cinnamon

24 60 g 8x5 30 m 6 mths Halaal





MUFFINS

BAKED AND INDIVIDUALLY WRAPPED MUFFINS

Individually wrapped muffins cater to a growing demand for conveniently packed, on-the-go snacking. Our attractively packaged muffins are available in six delicious flavours and are conveniently packed in boxes of 48 allowing you to simply unpack, thaw and display. Mixed case available.



03134  
Individually Wrapped Blueberry

4855 g8x530 m6 mthsHalaal



03163  
Individually Wrapped Raisin Bran

4855 g8x530 m6 mthsHalaal



03137  
Individually Wrapped Cappuccino Choc Chip

4855 g8x530 m6 mthsHalaal



03136  
Individually Wrapped Caramello

4855 g8x530 m6 mthsHalaal



03153  
Individually Wrapped Double Chocolate

4855 g8x530 m6 mthsHalaal



03165  
Individually Wrapped Lemon Poppy Seed

4855 g8x530 m6 mthsHalaal

03167  
Individually Wrapped Mixed Case  
Blueberry, Raisin Bran, Lemon Poppy Seed, Choc Chip  
Cappuccino, Double Chocolate and Caramello

4855 g8x530 m6 mthsHalaal



BATTERS



MUFFIN BATTERS

Rich's® Muffin Batters deliver great taste, texture and superior performance. Coupled with easy preparation, means that operators have the flexibility to produce any size muffin to suit their operation (bake time will be dependent on the size of liner used). Mixed Cases are available for your convenience.



16473  
Chocolate Chip Cappuccino

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



16474  
Lemon Poppy Seed

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



16472  
Double Chocolate Chip

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



16471  
Blueberry

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



16478  
Raisin Bran

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



04265  
Caramel

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



17533  
Birthday Party Batter

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths



MUFFIN BATTERS



13225  
Banana Muffin Batter

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



06393  
Savoury Batter

6 1.08 kg 8x12 3-4 h 170°C 22-30 m 6 mths Halaal



17534  
Carrot & Nut Muffin Batter

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal



16760  
Hot Cross Flavoured Muffin Batter

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal

16486  
Mixed Case Medley

Blueberry, Lemon Poppy Seed, Raisin Bran

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal

16493  
Mixed Case Selection

Choc Chip Cappuccino, Double Chocolate, Caramel

6 1.36 kg 8x12 3-4 h 180°C 22-30 m 6 mths Halaal

CUPCAKE BATTER

Rich's® superior performance batters allows you to create cupcakes of any size or shape, using any liner you choose, as well as other creations such as waffles and mini cakes.



12903  
Red Velvet Batter

8 900 g 8x12 2-3 h 170°-180°C 20-25 m 6 mths Halaal







# BAKERY FINISHES

## BAKERY FINISHES

Rich's® not only provides the best quality products, but also the toppings and finishes to create and sell the best finished products in the market. Our range of icings, glazes and fillings are the perfect finishes for any bakery application, are easy to use. All bakery finishes can be stored ambient.

**04252**

### Koko Dipping Icing 10 kg

A quality, ready-to-use chocolate icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**16456**

### Koko Dipping Icing 5 kg

A quality, ready-to-use chocolate icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**04262**

### White Dipping Icing 10 kg

A quality, ready-to-use white icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**16458**

### White Dipping Icing 5 kg

A quality, ready-to-use white icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**04312**

### Caramel Dipping Icing 10 kg

A quality, ready-to-use, sweet caramel flavoured icing that is golden brown in colour. Ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**08825**

### Caramel Dipping Icing 5 kg

A quality, ready-to-use, sweet caramel flavoured icing that is golden brown in colour. Ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**11587**

### Dark Chocolate Ganaché 9.5 kg

A versatile ganaché that's easy to apply. Simply heat to 40°C for dipping, drizzling or pouring.



**06646**

### Cream Cheese Icing 5 kg

Rich's® Cream Cheese Icing offers an authentic-tasting cream cheese-style icing that can be used on carrot cake, red velvet cake or cinnamon rolls.





NEW



**17048**  
**Raspberry Flavoured Dipping Icing 5 kg**

A quality, ready-to-use, raspberry flavoured icing that is dark red in colour. Ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**17536**  
**Fudge Brownie and Donut Icing 5 kg**

A thick decadent fudge topping for the perfect finish on brownies or donuts.



**07742**  
**Lemon Flavoured Dipping Icing 5 kg**

A quality, ready-to-use, lemon flavoured icing that is light yellow in colour. Ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**07744**  
**Red Dipping Icing 5 kg**

A quality, ready-to-use red icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.

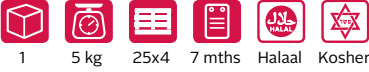


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**07743**  
**Green Dipping Icing 5 kg**

A quality, ready-to-use green icing ideal for dipping, icing or drizzling on baked goods. This icing has a superior glossy coating that hardens slightly when dry and is delightfully smooth, soft and irresistible.



**18905**  
**Donut Glaze 10 kg**

Rich's® Donut Glaze gives donuts and delicacies a sweet upgrade that provides a glossy shine, good clarity and a sugary bite that is easy to use. The possibilities are infinite.



**RICH'S® GEL COLOURS**

Rich's® gel colours is an exciting range of flavours and colours specifically designed to be added to Rich's® Bettercreme® for cakes, cupcakes or donuts; or Rich's® White Dipping Icing to brighten and create exciting colours and flavours for donuts. By adding a small amount of non-flavoured or flavoured gel colours to any of these products, excitement and creativity is easily achieved. The Rich's® gel colour range consists of 8 colours with matching flavours - Strawberry, Marshmallow, Orange, Cocopine, Apple, Lime, Blueberry and Grape, along with 7 non-flavoured colours - yellow, orange, pink, red, light green, dark green and 2 blues.



**18096**  
**Gel Colours (Mixed Case)**



**01697**  
**Flavoured Gel Colours (Mixed Case)**



# BROWNIES AND TART BASES



BROWNIES AND TART BASES

BROWNIES

Rich's® Chocolate Brownies are decadently rich and sublimely satisfying. Simply thaw, top with Rich's® Fudge Brownie and Donut Icing and serve!



16601  
Chocolate Fudge (With Nuts)

5 790 g 8x5 30 m 9 mths



16600  
Chocolate Fudge (Without Nuts)

5 790 g 8x5 30 m 9 mths

TART BASES

Our tart bases are made from sweet, shortbread style dough, shaped and formed in aluminium trays for a professional finish and are available in three convenient sizes; large, small and mini.



03185  
Large

40 150 g 10x6 160-170°C 12 m 6 mths Halaal



14076  
Small

200 45 g 10x6 160-170°C 12 m 6 mths Halaal



02443  
Mini

240 20 g 10x6 160-170°C 8-10 m 6 mths Halaal



BREADS AND ROLLS



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.

CIABATTA BREAD

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.



09602  
Ciabatta Loaf



16576  
Ciabatta Roll 110 g



09635  
Ciabatta Roll 90 g



09633  
Ciabatta Roll 70 g



BAGUETTE

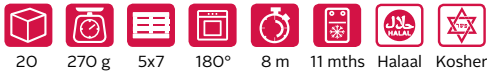
The exact origin of the famous French Baguette is not known, however what we do know is that this beautifully crafted bread has been enjoyed for centuries not only in France but worldwide. The provenance of France, this Baguette epitomises simple sophistication.



09711  
Sandwich Baguette



09751  
Rustic Baguette



09753  
Rustic Baguette Multigrain



PRETZELS

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. Made from stoneground flour with a long fermentation time using the artisanal processes.



09546  
German Pretzel

The Pretzel's traditional knotted shape with three holes have long been thought to represent long life, good luck and prosperity. Shaped by hand.



09645  
Crispy Roll

The simplicity of the crispy crust and soft, slightly sweet interior makes this roll an absolute delight to eat.



09639  
Mixed Cocktail Range

Perfectly sized for buffets, breakfasts and platters. A mixed case of Ciabatta Cocktail Rolls, Baguette Cocktail Rolls, Pretzel Cocktail Sticks and Multigrain Cocktail Rolls.



09701  
Pretzel Stick

This elongated Pretzel stick is designed with toppings and fillings in mind, effectively turning a pretzel into a sandwich carrier.



09641  
Crispy Roll Cocktail

A traditional cocktail sized crispy roll, with a delicious golden crust and chewy interior.



16761  
Plain 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. Ideal for buffets or day part menu items.





BREAD ROLL RANGE

An essential offering of any bakery is the constant availability of premium quality, freshly baked bread rolls throughout the day. Rich's® frozen dough technology allows operators to serve high quality, fresh bread rolls at any time of the day. Our thaw, prove and bake bread rolls are of the highest quality and can be finished in numerous ways offering your customers a large range to choose from.



11685  
Soft Long



06835  
White Sub



11684  
Soft Round



WRAPS AND PIZZA



WRAPS

Always tender, our wraps taste and smell freshly baked even after weeks in the freezer. Best of all, they won't tear in use and are the most pliable, soft product available, virtually eliminating waste due to tearing. Rich's® Wraps await your creativity for use in traditional and innovative menu items.



15357  
10" Homestyle White Wrap

  
144

  
68 g

  
6x9

  
45 m

  
12 mths

  
Halaal



15358  
10" Homestyle Whole Wheat Wrap

  
168

  
68 g

  
6x9

  
45 m

  
12 mths

  
Halaal



15130  
6" Yellow Corn Tortilla

  
720

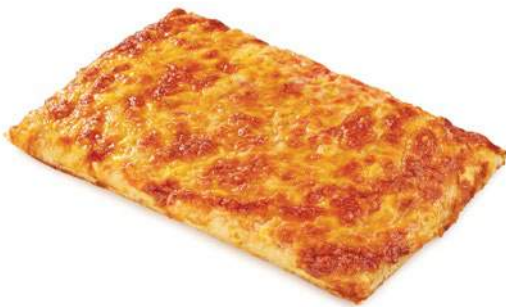
  
17 g

  
7x10

  
45 m

  
12 mths

  
10 days



15157  
Freezer-To-Oven Pizza Sheet

Our Freezer-To-Oven pizza sheets are topped with a tomato base and a layer of creamy mozzarella and cheddar cheese.

  
16

  
540 g

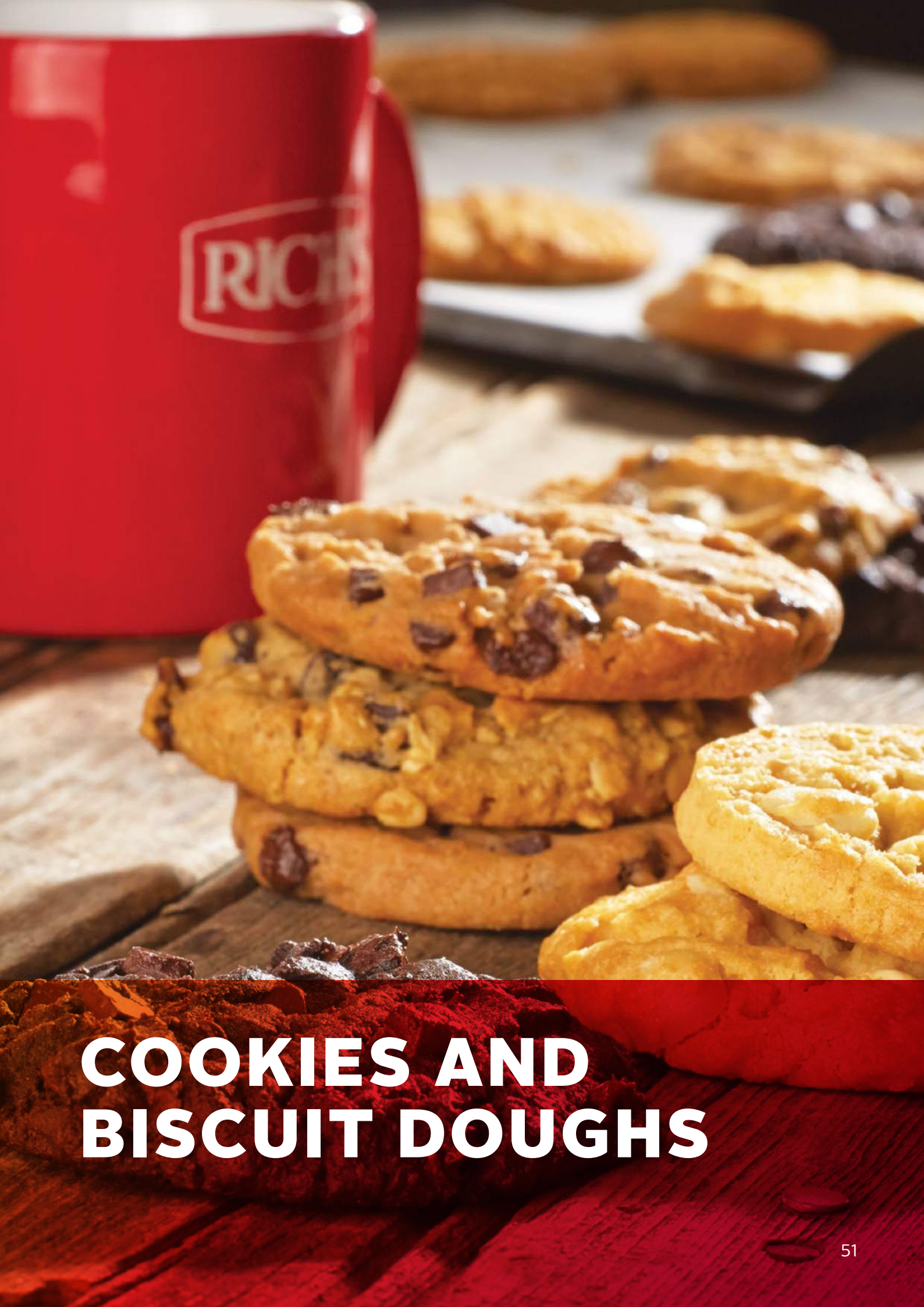
  
8x5

  
180°C

  
18-20 m

  
4 mths

  
Halaal



# COOKIES AND BISCUIT DOUGHS



MRS RICH'S® COOKIES

Mrs Rich's® Family Recipe Cookies are crammed with the best ingredients, real creamy butter, farm fresh eggs and real chocolate chunks. Whether you crave a wickedly decadent peanut butter cookie, or a good old-fashioned chocolate chip - you won't find a better, fresher, more delectable cookie anywhere else.



**09363**  
**Mrs Rich's® Chocolate Chip**  
90 43 g 8x12 150°C 12-16 m 9 mths Halaal



**09353**  
**Mrs Rich's® Peanut Butter**  
90 43 g 8x12 150°C 12-16 m 9 mths Halaal



**09364**  
**Mrs Rich's® Macadamia Nut Delight**  
90 43 g 8x12 150°C 12-16 m 9 mths Halaal



**09361**  
**Mrs Rich's® Chocolate Fudge**  
90 43 g 8x12 150°C 12-16 m 9 mths Halaal



**09365**  
**Mrs Rich's® Oats and Raisin**  
90 43 g 8x12 150°C 12-16 m 9 mths Halaal

BISCUIT DOUGH

Our delicious home-style biscuits are an industry favourite, with 6 delicious varieties available, pre-portioned for easy handling and manufactured to deliver a consistent fresh biscuit every time. Simply pan and bake.



**62955**  
**Plain**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal



**00321**  
**Chocolate**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal



**06431**  
**Peanut Butter**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal



**06432**  
**Chocolate Chip**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal



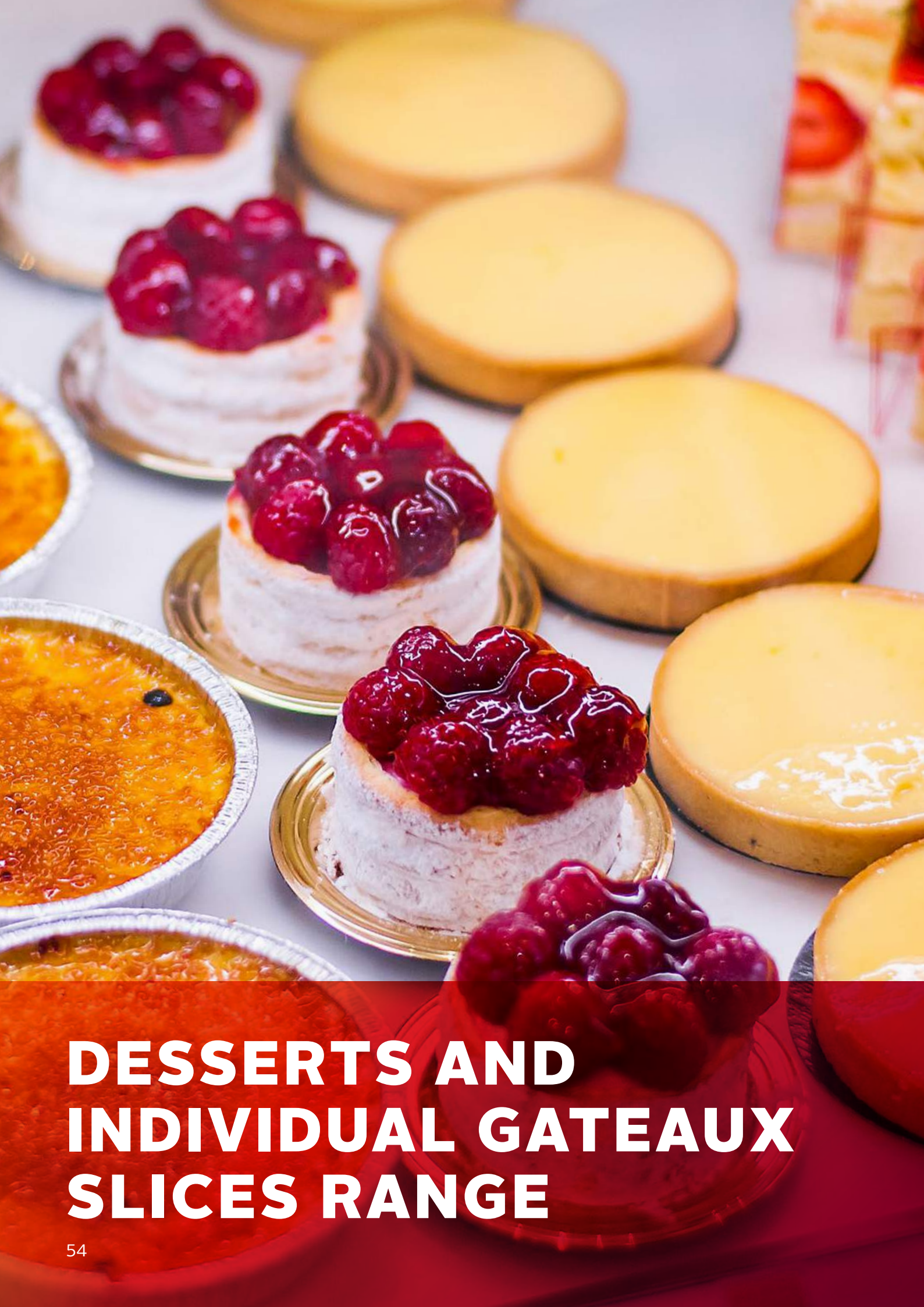
**06433**  
**Caramel Chip**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal



**06434**  
**Coconut**  
500 16 g 8x5 180°C 10-12 m 9 mths Halaal







# DESSERTS AND INDIVIDUAL GATEAUX SLICES RANGE

## DESSERTS AND INDIVIDUAL GATEAUX SLICES RANGE

### DESSERTS RANGE

Create your own signature with Rich's® new range of fully finished petite frozen desserts and gateaux slices. The opportunities are infinite with our new range of popular flavours to please all palettes. Each dessert and gateaux slice is carefully hand crafted by our highly skilled team of bakers and confectioners, using the finest quality ingredients. Simply thaw and serve or plate up a masterpiece to create a lasting impression.



**18138**  
**Chocolate & Coffee Brownie**

A dense chewy chocolate brownie topped with flavourful coffee buttercream icing and garnished with dark chocolate shavings.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days 20-30 sec Halaal



**18133**  
**Death By Chocolate Slice**

A rich melt in your mouth, self saucing slice of over the top chocolate indulgence.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days 20-30 sec Halaal



**18132**  
**Mango Fridge Cake**

A fragrant mango mousse on a delicate vanilla swiss roll base.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days Halaal



**18130**  
**Granadilla Cheesecake**

A light and fresh passion fruit cheesecake topped with tangy passion fruit jelly.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days Halaal



**18137**  
**Chocolate Raspberry Mousse Cake**

A light raspberry mousse sandwiched between layers of light chocolate sponge and rich chocolate ganache.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days Halaal



**18139**  
**Apple & Cinnamon Crumble**

A classic subtly spiced buttery apple crumble.

25 x 60g 60g 55 6 mths 2-4 hrs 3 days 20-30 sec Halaal





18447

### Vanilla & Coconut Slice

A moist vanilla and coconut cake topped with a decadent lemon flavoured icing and toasted coconut flakes.



32



06-65g



72



6 mths



30 min



3 days



Halaal



18448

### Chocolate Slice

A moist chocolate cake topped with a thin layer of apricot jam, a rich chocolate icing and fine chocolate shavings.



32



06-65g



72



6 mths



30 min



3 days



Halaal



18450

### Red Velvet Slice

A moist Red Velvet cake topped with perfectly sweet cream cheese icing and cake crumbs.



32



06-65g



72



6 mths



30 min



3 days



Halaal



18449

### Carrot & Apple Slice

A decadent and moist carrot and apple cake topped with perfectly sweet cream cheese icing and roasted pecan nuts.



32



06-65g



72



6 mths



30 min



3 days



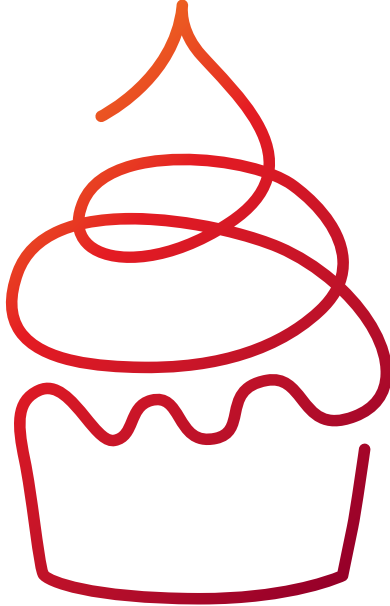
Halaal







INFINITE POSSIBILITIES.  
ONE FAMILY.



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