



**RICH'S**®



# **Global Leaders in Plant Based since 1945**

**An introduction to our plant based bakery and dairy alts**



# OUR BUSINESS

## A GLOBAL SUMMARY

<b>37</b>	<b>\$4.5B</b>	<b>12,000+</b>	<b>4,000+</b>
GLOBAL MANUFACTURING CENTRES	ANNUAL SALES	ASSOCIATES	PRODUCTS

## OUR PRODUCTS

- Toppings, Creams & Culinary Solutions
- Cakes & Desserts
- Pizza & Flatbreads
- Bakery Products
- Breads & Rolls
- Nut-Free Cookies
- Shrimp & Seafood
- Appetizers & Snacks
- Bar-B-Q
- Meatballs & Pasta
- Gluten-Free
- Syrups & Soaked Cakes
- Frozen Beverages

## OUR STORY

In 1945, Rich Products was born when our founder Robert E. Rich, Sr. created the world's first non-dairy whipped topping. Over the next 75 years, we've paved our way, pioneering many of the food industry's most game-changing products, setting - and resetting - a new benchmark of success.



From Rich's Whip Topping - dubbed the miracle cream from a soya bean back in 1945 - we've never stopped innovating.

Our new UK launch is the next stage in our journey.

# CULINARY SOLUTIONS

Plant Based Single is the ideal all-in-one product solution for both sweet and savoury applications. With a smooth texture and pleasant creamy note, it is the preferred alternative to dairy cream for all cooking and pouring requirements.



## TASTE:

A smooth, creamy, dairy-like taste. Unsweetened with a neutral flavour allows chefs to customise the finished product making it truly versatile. The thicker consistency provides a superior solution for coating pasta dishes.

## STABILITY:

Alcohol resistance – cold or hot applications without splitting.

Heat Stable: excellent performance in all hot applications.

Reduction: less liquid loss and less time needed to reduce to a smooth consistency without lumps.

## IT'S DILUTABLE!

Plant Based Single replaces multiple products - from double cream to skimmed milk - simply by adding water.

## PACK SIZES

Rich's Plant Based Single is available in UHT 1kg Tetrapak and 10kg Bag in Box.

Plant Based Whipping is a dairy alt that offers a variety of ways to add value to your dessert and cake offerings and can be used in endless recipes. Superior to other non-dairy creams with versatility, great stability, high overrun, it's the true like for like cream replacement.



## TASTE:

Just like dairy – our Plant Based Whipping looks, tastes and performs just like fresh dairy cream.

## STABILITY:

Acidity resistant. Superior stability helps to lengthen your finished products shelf life and prolong your best look for better sales potential.

## SUPERIOR HANDLING:

280% overrun means more servings per container. Whip on medium or high speed until soft peaks form and gloss disappears. Whipped product must be stored under refrigeration and can be frozen. Once whipped, cream will stay whipped. Freeze-thaw stable.

## PACK SIZES

Rich's Plant Based Whipping is available in UHT 1kg Tetrapak and 10kg Bag in Box.



# ICEHOT BEVERAGES

Plant Based Whip Topping is the perfect dairy alt hot and chilled drinks topper. With high overrun and great stability, it will stay on top of a hot drink better than dairy cream – even through delivery! Just like dairy with no grain, nut or bean backnotes and the ability to take additional flavours, it is the most versatile plant based cream for beverage creation.



**TASTE:**

Just like dairy – our Whip Topping looks, tastes and performs just like fresh dairy cream.

**STABILITY:**

Acidity resistant. Superior stability even on hot drinks, stays on the top better than dairy cream!

**SUPERIOR HANDLING:**

280% overrun means more servings per container. Suitable for Nitrous Oxide whipping canisters or ProWhip™. Once whipped, cream will stay whipped.

**PACK SIZES**

Rich's Plant Based Whip Topping is available in UHT 1kg Tetrapak and Aerosol.

Plant Based Foam is the ideal all-in-one product solution for beverage bases and foam toppers, in both hot and chilled drinks. With a smooth texture and pleasant creamy note, it allows for the coffee or tea flavours, or fruits and syrups to really shine without any backnotes of other dairy-alt creams.



**TASTE:**

A smooth, creamy, dairy-like taste. Unsweetened with a neutral flavour allows baristas to customise the finished product making it truly versatile.

**STABILITY:**

Alcohol resistance – cold or hot applications without splitting. Heat Stable: excellent performance in all hot applications, a perfect base for hot chocolate creations.

**IT'S DILUTABLE!**

Our Plant Based Foam works as a terrific drinks base mixed 50/50 with water.

**PACK SIZES**

Rich's Plant Based Foam is available in UHT 1kg Tetrapak and Aerosol.

## ProWhip™ is our patented solution for improving sustainability and flexibility in whipping cream



First whipping machine to **whip and dispense** cream as a foam. Dollop our whipped cream **without the use of nitrous oxide gas**.

**EASE OF USE:**

Control the texture and density of your topping/filling with a touch of a button or foot pedal.

**SPECTRUM OF PRODUCTS:**

Works with many cream products including dairy, dairy blends & plant-based solutions.

**VARIETY OF APPLICATIONS:**

Create a foam, dollop or whipping cream with ease for any application!

**COMPACT SIZE & EASY STORAGE:**

Its small footprint makes it easy to install and store.

**INTERCHANGEABLE:**

The design allows customers to use their current ISI canisters if desired.

**NO NITROUS OXIDE GAS NEEDED!**

- No nitrous oxide replacements or aerosols
- 100% product yield, no waste
- Enhanced stability for hot and cold applications
- Customisable aeration, standardised to product recipe/makeup
- Suitability versus current solutions
- Ease of use for foam versus current practise
- Suitable for baristas and bakery counters

<b>USE</b>	Food dispenser
<b>FUNCTION</b>	Aerates and dispenses creams and emulsions
<b>SPEED CONTROL</b>	5 levels
<b>CONTAINER CAPACITY</b>	500ml, 24cm tall with housing, fits chiller shelf
<b>POWER REQUIREMENTS</b>	115/230V, 50/60Hz
<b>MAX POWER CONSUMPTION</b>	350W
<b>MATERIALS</b>	Stainless steel, polyacetal, polyketone, ABS, polypropylene, silicone rubber
<b>DIMENSIONS</b>	L 42.5 x H 39.7 x W 13.6 cm
<b>WEIGHT</b>	9.55kg



## PLANT BASED BAKERY

### RICH'S & PLANT BASED

- At Rich's, top quality plant based products have been part of our offering for a number of years.
- A significant investment in research and insight at the start 2020 showed the rapidly growing appetite for plant based bakery products with customers as more switch to flexitarian diets.
- Rich's produce a number of plant-based bakery options for leading UK supermarkets, coffee shops and OOH outlets, and we've seen an increase in interest in plant based sweet items in the past couple of years.
- Our plant based ranges will be worth over £4.5m in 2022 with further growth expected.



### INVESTMENT

- In 2019 we consolidated all UK production into a new state of the art, multi-million-pound investment facility in Andover in Hampshire - the newest and most advanced bakery in Europe.
- The investment is a long-term project that represents Rich's future commitment to the UK. Our ambition is three-fold growth with a bakery centre of excellence across multiple categories within ten years.
- We developed a strategy to be 'the home of plant based' in at-scale sweet bakery, working across our portfolio on products without compromise on flavour and texture.





## INGREDIENTS

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- We've truly honed the art of plant based bakery, ensuring a premium, indulgent and great-tasting treat that isn't compromised by a lack of certain ingredients.
- Because we've been 'accidental' experts in plant based bakery for some time, our plant-based offering is just as good as any non-plant based bakery product, and we work with the best ingredients and suppliers to achieve this.
- One of the biggest barriers people have with plant-based alternatives is the conception that it won't taste the same as their standard equivalent. We work closely with our ingredient suppliers and retail partners to deliver products that tick all the boxes of a regular bakery item.
- Our innovation team trial numerous different recipes, cooking processes and ingredient to create delicious items, that also just happen to be plant based.
- A key focus for us is texture. Egg is obviously a big factor in creating the mouthfeel of a baked product, but at Rich's we've experimented with pea protein, fava bean and even bamboo to ensure the perfect product experience is achieved.
- At the same time, flavour is of the utmost importance. Any sort of taint just isn't acceptable to us, so we have developed systems to ensure the taste of our plant based products is never compromised.

## TECHNICAL

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- Our facility in Andover in Hampshire is the home of technical excellence. We handle a lot of allergens and have stringent controls in place, including sophisticated production sequencing and dedicated line runs. Our technical capabilities mean we are able to adhere to strict guidelines on all our lines relatively easily.
- At Andover we have the capacity to safely create plant based products that can be manufactured to scale - we can produce a great-tasting cookie from quality ingredients, whilst still adhering to plant based requirements and rules from the FSA.
- A huge focus for our business is effective control of allergens in production and with this knowledge we've been creating 'accidentally plant based' lines for our customers long before the diet became mainstream.
- At Rich's, technical standards and food safety have always come first so we have very stringent deep-clean and production phasing processes in place as standard.





**Rich's is hosting a special plant-based recipe showcase to help chefs and caterers increase variety on their menus.**

**Working with experienced development chef Danny Chapman, we will run through a number of recipes using our innovative plant-based Single and Whipping creams.**



**The webinar is a great chance to view the performance of the creams, as well as pick-up plant based cooking tips from Chef Danny. All attendees will also be able to download a FREE recipe PDF from Rich's. Scan the QR Code to head to the webinar landing page and sign up for the event.**

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