



**CAKE ICINGS &
SWEET
STARTERS**



THE SWEET TASTE OF INSPIRATION

There are so many things that go into the cake you bake: fantasy, imagination, daydreams, and inspiration. And you're there in every bite, bringing joy, surprise, comfort and delight.

We master our art so you can master yours. Some of life's most beautiful moments are celebrated with cake. With 75 years of innovative success, we have the texture, the stability, the versatility and ingenuity to perfect your bakery's signature creations for infinite special occasions and every indulgence.

What is it you really seek when you create? Something that's never been done before? Is it in the presentation, or the skill to make it all happen? We've got whole-sale solutions backed by the answers, support, and dedication you need.



TOPPINGS & CREAMS

You can't top this. Get creative with Rich's toppings and creams. Add dollops to your desserts, shakes, specialty beverages, and buzzworthy breakfasts, or layer up your cakes, pies and grab 'n go treats. Available in non-dairy, dairy blend, vegan, and sugar-free, you really can please everyone



WHIP UP MAGIC

Our legacy is your success. Rich's pioneering non-dairy topping, Whip Topping®, is the perfect start to mind-blowing creations. Looking for the perfect couple? Creamy taste and versatility are just a whip away. From Gold Label® to Grand American®, our world of toppings offers the versatility to free your imagination.



THE MASTER'S TOUCH

Why limit your artistic vision? Make the most of your decorative skills with our full portfolio to enable the most successful cake and icings. Early in our history, we realized bakers and decorators wanted a better way to create show-stopping cakes and desserts to delight their customers. While their icing options may have been limited, their imaginations weren't.

We asked ourselves, what if there was a better way? An easy icing that didn't compromise on taste or texture — something fluffy, fun and full of possibility. Bettercreme® was born. The perfectly sweet whipped icing™.



INFINITE POSSIBILITIES.
ONE FAMILY.

RICH PRODUCTS

For more information, please visit our link on:
<https://www.richs.com/our-products/cake-icing-sweet-starters/>