

# Rich's NEW Simply Cheese Pizza



we didn't invent pizza, but we perfected it!

**New Rich's® Artisan Crust Fully-Topped Pizza** provides a distinctive age-dough aroma with a bite and flavor inspired by Old World recipes and hometown pizzerias. Rich's ground-breaking innovation combines exceptional quality with freezer-to-oven preparation and the convenience of a par-baked, making it fast and easy for you to deliver a true on-trend artisan pizza experience for your customers every time. You'll find it hard to believe they're not scratch-made!

**2 out of 3**

Americans eat pizza every week, so it's an important component to every foodservice program.

*Foodservicenews.net*

## Simply Cheese Pizza New!

Rich's new 16" Simply Cheese Artisan Crust Pizza brings convenient and delicious to life. The distinctive artisan crust and **MOZZARELLA CHEESE** gives your customers exactly what they want, while providing **CONVENIENCE** and ease for your staff.

RICH'S CODE	PRODUCTS	PACK/SIZE	COST	SUGGESTED RETAIL	GPM
<b>ARTISAN FULLY-TOPPED PIZZA</b>			<i>approximate pricing</i>		
04656	16" Simply Cheese Artisan Crust Pizza	10/36.45 oz.	\$5.49/pizza \$0.91/6 count \$0.69/8 count	\$2.99/slice 2 for \$5.00	60+%

### TOPPING RECOMMENDATIONS

Toppings purchased through your local distributor

INGREDIENT	16" PIZZA
Sliced Pepperoni (16 slices/1 oz.)	1 ½ oz. (24 slices)
Sausage, chunk, cooked	4 oz.
Mushroom, fresh, sliced	3 oz.
Mushroom, canned, sliced	3 oz.
Black Olives	2 oz.

### America's Favorite Toppings:

**PEPPERONI 40%**  
**SAUSAGE/  
MEAT LOVERS 16%**  
**SUPREME 15%**  
**CHEESE 8%**  
**VEGETARIAN 7%**

# introducing Rich's NEW pizza program

When it comes to serving pizza, convenience stores are stealing share-of-stomach from quick-service restaurants. We make it simple to create a pizza program, whether a c-store has served pizza for 10 years or if it's just getting into the business.

**We offer a turn-key pizza program that includes a variety of merchandising, pizza warmer(s), oven and smallwares package.**



**46% of consumers** would like more pizza establishments to offer pizza by the slice.



## ROI:

Based on gross margin dollars and average monthly rebate for daily sales of 120 pizza slices. The return on investment (ROI) for all pizza starter packages is within 1 month.

## PIZZA PROGRAM PACKAGES:

PACKAGE	PRICE	
<b>WISCO 695 WARMER MERCHANDISER PACKAGE</b>	<i>approximate pricing</i>	
Includes: graphic header, rotating pizza rack, pricing kit, POS kit, accomodates up to 16" pizza, pizza oven, and smallwares package (includes: 1 cutting board, 1 pizza cutter and 4 pizza pans)	\$1,440.75	
<b>WISCO 695 WARMER MERCHANDISER</b>	<i>approximate pricing</i>	
Includes: graphic header, rotating pizza rack, pricing kit, POS kit, rear door, adjustable thermostat, water tank indicator light, and smallwares package (includes: 1 cutting board, 1 pizza cutter and 4 pizza pans)	\$1,194.75	
<b>WISCO 282 PASS-THRU WARMER PACKAGE</b>	<i>approximate pricing</i>	
Includes: graphic header, product strips, pricing kit, POS kit (for boxed slices), pizza oven, and smallwares package (includes: 1 cutting board and 1 pizza cutter)	\$1,077.50	
<b>WISCO 282 PASS-THRU WARMER MERCHANDISER</b>	<i>approximate pricing</i>	
Includes: graphic header, product strips, pricing kit, POS kit (for boxed slices), heated shelf with wire rack, adjustable temperature, and smallwares package (includes: 1 cutting board and 1 pizza cutter)	\$811.50	

**Here's how to order:** visit [richconvenience.fcipros.com](http://richconvenience.fcipros.com) OR complete & send the form below. Please circle the package of your choice before sending the form below.

<b>SHIPPING</b>	<b>Company</b>		<p>Please <b>FAX</b> your orders to: <b>608-831-2257</b></p> <p>OR</p> <p>Scan and <b>Email</b> your order to: <b>Richfoods@foodconcepts.com</b></p> <p>OR</p> <p><b>Mail</b> your order to: <b>Food Concepts, Inc.</b> 2551 Parmenter St. Middleton, WI 53562 Attn: Rich Foods CSR</p>
	<b>Attention</b>		
	<b>Address</b> P.O. Box not acceptable		
	<b>City/State/Zip</b>		
	<b>Email Address</b>	<b>Telephone</b>	
<p>FOR YOUR SECURITY: PLEASE DO NOT FAX OR EMAIL YOUR CREDIT CARD DETAILS. EITHER PRINT AND MAIL THIS FORM OR CALL 800-419-9324 TO PROVIDE CREDIT CARD INFO.</p>			
<b>BILLING</b>	<b>Card Number</b>	<b>Expiration Date</b>	<b>Verification Code</b>
	<b>Name on Card</b>		<input type="checkbox"/> AMEX <input type="checkbox"/> Master Card
	<b>Address</b>		<input type="checkbox"/> Discover <input type="checkbox"/> Visa
	<b>City/State/Zip</b>		 food concepts, inc.
	<b>Telephone</b>		
	<b>Signature</b>		