





### **Opening Remarks**

"Smart Snacks were designed to make the **healthy choice the easy choice**". At Rich Ice Cream, we've embraced that mission — delivering compliant, portion-controlled treats that not only meet nutrition standards but also bring joy, inclusivity, and higher participation to your cafeterias.

#### **Why Smart Snacks Were Created**

- The USDA launched SSIS to ensure that all foods: Nutrient-dense and portion-controlled.
- A Dietary Guidelines for Americans to reduce childhood obesity and chronic disease risk.
- Consistent across settings vending, à la carte, and school stores so the "healthy choice is always the easy choice".

#### **Role of Nutrition Directors**

- You don't just "feed kids." Your building engagement and are participation experts.
- Your mission is to increase engagement in school meal programs, ensuring students choose healthy lunches and snacks.
- Participation drives program success higher meal counts means reduced waste, stronger budgets, and healthier kids.

### **Opening Remarks**

#### **How Rich Ice Cream Aligns**

• Compliant Choices: Our frozen juice bars and dairy novelties meet and exceed Smart Snack standards for calories, fat, sugar, and sodium.

Nutritional Value: Dairy novelties contribute calcium and protein.

- Juice bars deliver vitamin C and hydration.
- Portion Control: Each item is sized to satisfy without excess, supporting balanced meals
- Inclusive Options: Juice bars serve students with dairy restrictions, while dairy novelties provide essential nutrients for others.

#### **Ice Cream's Unique Value**

- Joy + Nutrition: Ice cream creates moments of happiness while delivering compliant nutrition.
- Cafeteria Morale: A small treat can transform the lunchroom into a place students look forward to.
- Operational Impact: Excitement around ice cream days boosts participation, helping districts meet targets.
- •Supports Academic Outcomes Healthy meals maintain energy and focus for learning





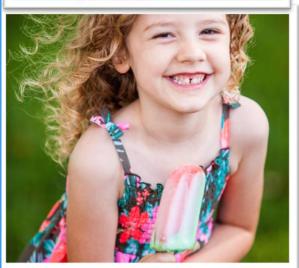
## **Company Mission**

Produce smarter, safer, snacks for kids, doing it "The Rich's Way".

	1946	<ul><li>Start up in West Palm Beach Florida</li><li>Grocery Stores, Impulse Cabinets, and Dip Shop Business</li></ul>
	1980's	Market shift to "fallback" position (one line - schools/vending)
ŀ	1985	Formalization of Dairy Dessert – WPB Schools testing
	1997	<ul> <li>"Grandson" Randy Rich changed direction of the company</li> <li>Kid Focus on Novelties</li> <li>Focus on Schools (Florida)</li> <li>Ice Cream Trucks</li> </ul>
ŀ	2005	Official Guidelines "Alliance for Healthier Generation" – Clinton
•	2014	<ul> <li>Smart Snacks Regulations – Obama</li> <li>RIC develops exclusive whole grain/gluten free program</li> </ul>
	2015	Rich's Ice Cream becomes # 1 Novelty Ice cream in schools
	2016	Evolving our Business to be RELEVANT to future school needs
•	2017	Allergen Friendly Products  • Nut Free Facility / No Artificial Colors
	2019	Dairy Free Options (Juice Bars)
	2020	Covid closures and plant shutdown
		10

Continue to expand distribution





#### **About Us**

- We are a "values-based" beliefs company
  - Kids deserve smarter and safer snacks
  - Parents confident that the products are safe
  - Everyone can clearly read clean ingredients
- We make decisions on what's best for kids
- We offer Safer allergen sensitive products
- We create "Joy" and bring excitement to your cafeteria
- Simple to execute program



## Rich's Ice Cream Company

- Family-owned business since 1946 with 120+ Employees
- 85%+ business is schools
- Developed B4U products since 1985
- 100% commitment to allergen friendly products
- We don't just meet regulations, we EXCEED Smart Snack Regulations
- Smarter and Safer Company
  - ✓ Peanut Free Facility
  - ✓ No Artificial Colors
  - ✓ Cane Sugar Sourced Locally
  - ✓ No High Fructose Corn Syrup
  - ✓ Whole Grain Crunch on Bars





## Our Smarter Safer Promise

Making a Difference the Rich's Way

#### We are Smarter and Safer

Rich's Ice Cream is a Peanut and Tree-Nut Free Facility





# Since 2017: Peanut Free Facility No Artificial Dyes, Whole Grain and No HFCS

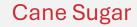














Apple Juice



Yellow Turmeric, Blue Spirulina and Beets

#### What makes us Smarter?

#### **Delicious Products:**

- Tested With Kids
- Perfect Portfolio
  - Dairy Treats
  - Juice Bars
  - GF Options
  - Dairy Free Options



### What Makes Us Smarter?

Fun & excitement packaging



Kid designed Kid approved Sweet & Sour Options Annual Innovation





# What Makes Us Smarter?

BOLD Allergen Icons on the Label and POS







## **Custom Point of Sale**

- Simple setup
- Eat with your eyes
- Fast, Easy-to-read label's helping the lunch line move quickly
- Creates interest and "JOY"



### More than just meals - Heroes

Empowers the Director's Role: The Director of Nutrition isn't just a meal planner—they're a participation architect. Our program gives them a tool to drive excitement, increase revenue, and build a culture of positivity around food.



- Simple to Run, Safe to Serve
- Builds pride for Food Service Teams
- Every ice cream sold creates memories and happiness







- 4th Family Generation

- 100 % Ohio Coverage

- Web Ordering







**Route Type & Employees** 

12 Sub Distributors 146 Employees



Lexington (2014)



Spread Toys Snack Smarter

# Thank You

We believe kids are worth the extra effort!!!



