



If the package says...

Rich'sTM
ICE CREAM
...It's Nut Free!

**SPREADING JOY
IN YOUR LUNCHROOM**
BECAUSE KIDS LOVE ICE CREAM



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

Start up in West Palm Beach Florida

- Grocery Stores, Impulse Cabinets, and Dip Shop Business

1980’s

Market shift to “fallback” position (one line - schools/vending)

1985

Formalization of Dairy Dessert – WPB Schools testing

1997

“Grandson” Randy Rich changed direction of the company

- Kid Focus on Novelties
- Focus on Schools (Florida)
- Ice Cream Trucks

2005

Official Guidelines “Alliance for Healthier Generation” – Clinton

2014

- Smart Snacks Regulations – Obama
- RIC develops exclusive whole grain/gluten free program

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

2025

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**



We “believe” your kids are worth the extra effort!!!

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

We “believe” your kids are worth the extra effort!!!





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



Cane Sugar



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**.

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





- 4th Family Generation
- 111 Years in Business
- Women-Owned
- 4 State Coverage Area
- 100 % Ohio Coverage
- Deep Frozen Direct Delivery
- Freezer Equipment
- Professional Call Support
- Web Ordering



Luconda
President
4th Generation



Joanne
Vice President
4th Generation

Route Type & Employees

46 Delivery Routes
30 Sales
Representatives
12 Sub Distributors
146 Employees



Thank You

**We believe kids are
worth the extra effort!!!**

