



## The Rich's School Advantage

### Innovators in Nutrition - Rich's Leads the Way

Rich's is the "Original Smart Snacks In School" program. No, really. I'm not kidding. In the early 1980's Rich's partnered with child nutritionists in several school districts to develop the nation's first "smart snacks in school" program; a healthier alternative to traditional school ice cream programs of the time. Our program launched several decades before the "Alliance for a Healthier Generation" or "Smart Snacks in Schools" guidelines were even conceived. In fact, the USDA used input from Rich's to craft the standards for the final Smart Snacks program. So, with a 35 year head start on our competition, we've learned a few things along the way that really set our products apart. In fact, Rich's leads the way in school nutrition with these EXCLUSIVE benefits not offered by any other company offering frozen novelties in schools:

- **The only one** to make all its products in a **NUT FREE/PEANUT FREE FACILITY** for the health, benefit, and safety of ALL kids.
- **The only one** to meet the **WHOLE GRAIN "COMBINATION FOODS" REQUIREMENT** in order to fully comply with the Smart Snacks in Schools program, including wafers, cones and crunch.
- **The only one** program to use cane sugar and **NO HIGH FRUCTOSE CORN SYRUP**. We absolutely refuse to cheapen our product.
- **The only one** to commit to convert to **NO ARTIFICIAL COLORS** in our school products.
- **The only one** with **THE RICH'S TASTE**. Since we involve school nutritionists and thousands of school kids in developing our products, we don't stop until our "healthier for kids" products taste just like our original products. Taste for yourself, and you'll see the difference!

**NUT FREE**  
  
**FACILITY**

**WHOLE**  
  
**GRAIN**

**NO HIGH**  
  
**FRUCTOSE**  
**CORN SYRUP**

**NO ARTIFICIAL**  
  
**COLORS**

**SMART**  
  
**SNACK**

Here at Rich's better school nutrition IS and ALWAYS HAS BEEN our business. It's not a new business venture for us. In fact, we've got more experience in nutrition based school products than all our competitors combined, so we can guide you to the right products that are right for your kids. Looking for the largest, most time-tested program that proves itself year after year to improve kids nutrition while increasing your cafeteria profits? Look no further than Rich's.



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If the package says...



**Smarter, Safer**  
**SNACKING!**