

A close-up photograph of a cinnamon roll, showing the golden-brown crust and the white icing being spread over it.

**The difference is  
making one.**

**martin.**



A chef with a beard and tattoos, wearing a brown apron over a dark shirt, is in a kitchen. He is holding a piece of white paper or a small bag. The background shows kitchen equipment like a stove and shelves. The text is overlaid in white, bold, sans-serif font.

We have the chance to act on our customers' hunger for connection and support by understanding their challenges and goals.



# In-Market Examples





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## Featured Episodes



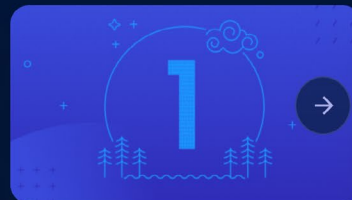
Trailblazer: Life After Service



Connections: How AI Helps Drive Innovation

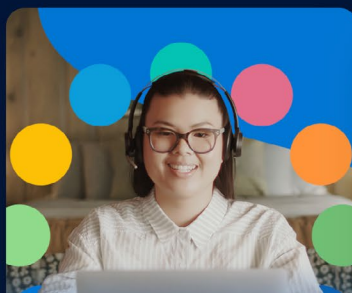


Salesforce on Salesforce: 3 Ways Salesforce Uses AI with Data and CRM



HowToDev: The Salesforce Platform Overview

## Original Series

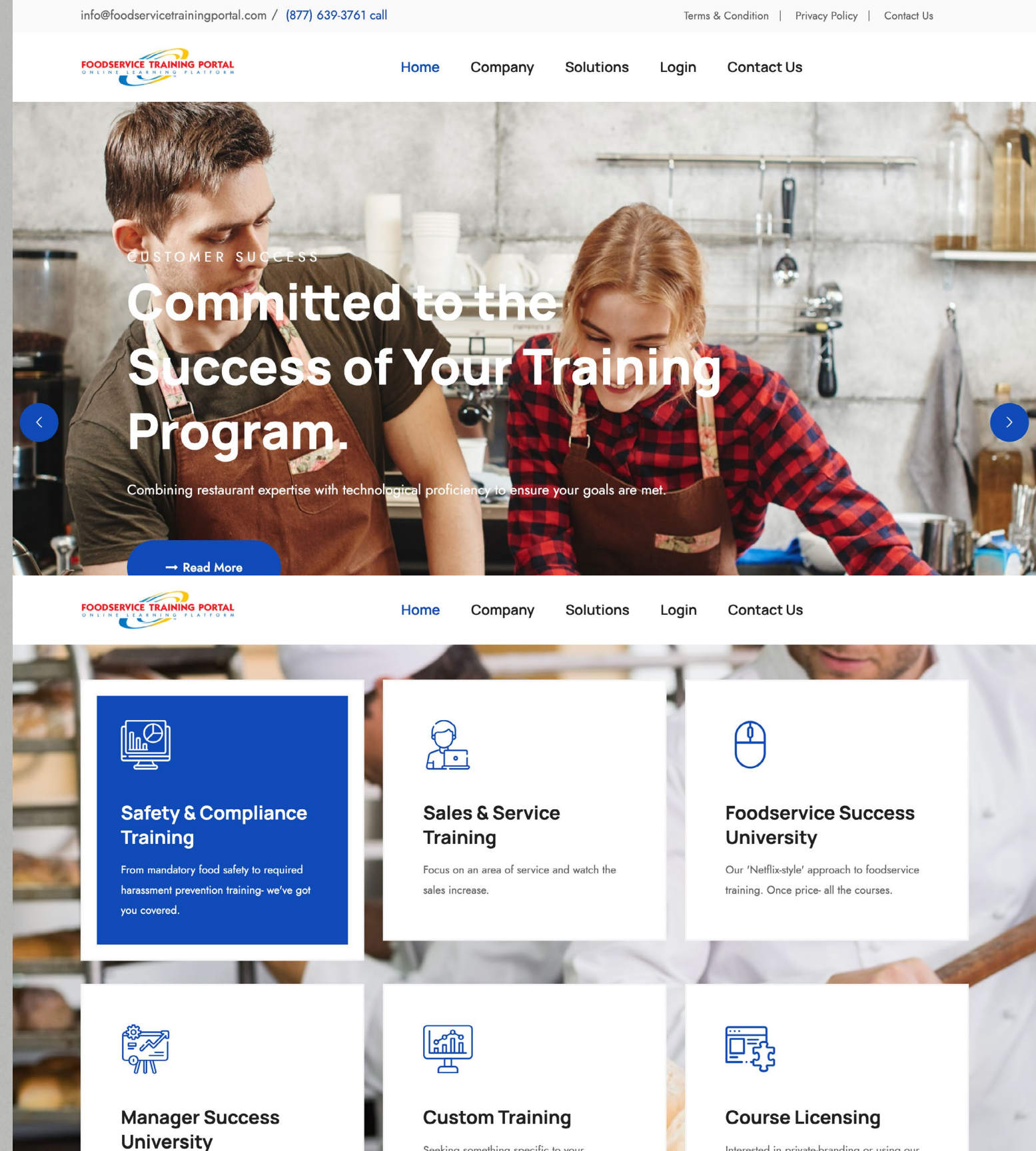


- Free-to-access hub for video content
- Hosts live virtual events
- Aggregates videos from in-person events
- Includes original series that are more edu-tainment focused



# Foodservice Training Portal

- Private portal for online education
- Focused on both hard and soft skills for the foodservice industry
- Offers certifications, providing value to those who take courses
- Locked behind a login
- Partnerships with Sysco, American Red Cross







# Benefit to the Customer

- Exposure to new possibilities they may be unaware of
- Access to events and education that would normally be cost prohibitive
- Ensure a higher quality of work through deeper skills training
- Move customers forward in their own personal or business journeys



- Increased exposure of their brand
- Promotes key concepts and techniques tied to the products they sell
- Deeper visibility and opportunities for customer engagement (more actionable data)
- Enhanced training/onboarding improves talent attraction and retention



# Benefit to the Business









CONNECT





# Customer Engagement Portal

- Engages existing and prospective customers to expand their knowledge and skills—furthering their personal journey
- Creates direct access between Rich's and your customers, serving as a single venue for countless meaningful interactions



# HI AMANDA,

You're on your way to becoming a lead baker. Here's your progress:



## WE'VE POSTED SOME NEW THINGS WE THINK YOU'D LIKE



LIVE EVENT

**JOIN BAKERY LIVE WITH  
TECHNICAL COUNSELOR DAWN**



RESOURCE

**NO PROOF BREAD RESOURCE  
DOWNLOAD**



NEW PRODUCT

**GO PLANT-BASED WITH  
ON TOP® OAT MILK**





# Possibilities: The Ingredient for Firing Up Customer Journeys





# Virtual Conferences

- Custom digital seasonal events
- Shot regionally but broadcast live
- Conferences could include:
  - Guest speakers
  - Live demos
  - Live chat box and post-stream Q&A
  - Integration to request product samples

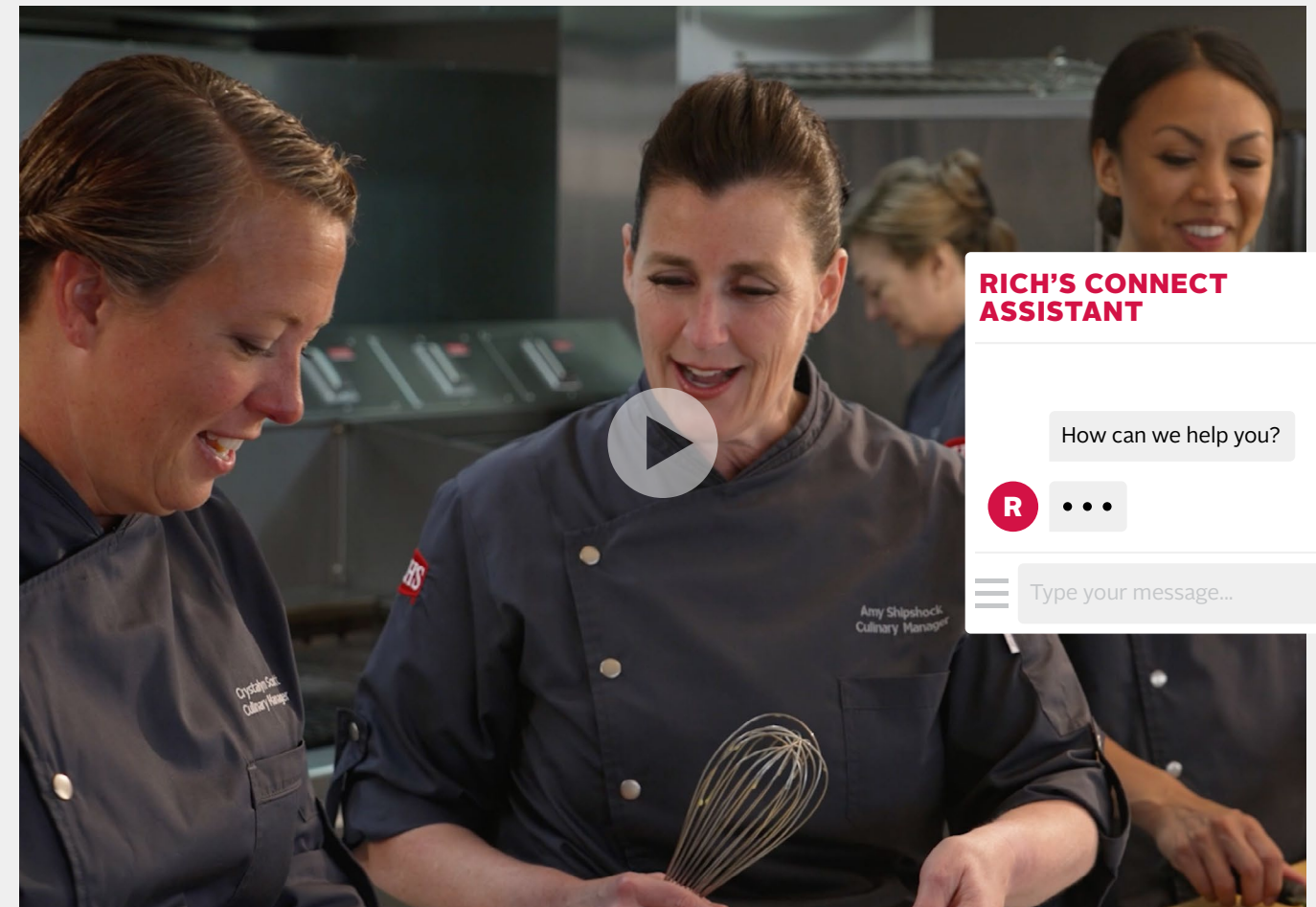


CONNECT



AMANDA

**STREAMING NOW: BACK OF THE HOUSE, FRONT AND CENTER**



**RICH'S CONNECT ASSISTANT**

How can we help you?



Type your message...

**TALK TO THE TEAM**





## NOW PLAYING: ALL THE POSSIBILITIES



**KITCHEN CULTURE:  
SERVING TOUGH  
CUSTOMERS**



**CHEF COREY ON  
PIZZA POWER-UPS**



**NOW OPEN:  
MOLLY & MITCH  
TAKE ON TORONTO**



# Original Video Series

- Unique video programming which provides more entertainment than conferences or online courses
- Series will still be informational and educational but provide broader appeal to a general audience through elevated storytelling





# Courses (Rich's Academy)

- Connecting existing Rich's Academy content to customers' personal journeys
- Repurposing Virtual Conference material for new courses
- Accreditation / Credit Hours for key courses



**RICH'S  
CERTIFIED  
CAKE  
DECORATOR**

**4 OUT OF 7  
COURSES COMPLETE**

IN-STORE BAKERY

## **ADVANCED CAKE DECORATING**

Take your decorating skills to the next level with our Advanced Cake Decorating Course! Explore how to execute 5 trending applications that will wow your customers.






# Courses (Rich's Academy)

- Rich's Branded certifications (New)
  - Demonstrating knowledge and expertise utilizing Rich products
  - Beneficial for associates to improve their skills and enhance their resumes
  - Beneficial for employers to have higher level of confidence in skills and capabilities of their hires





 **AMANDA'S CONNECTION** — x

How can we help you?

**R**

...

☰

I am looking to grow my social media following do you have any tips...



**SOCIAL MEDIA GUIDE** 

**WHAT IS YOUR MOST POPULAR BAKED GOOD THIS FALL?**

☐ Donuts

☒ Apple Pie

☐ Other


**SUBMIT**

**TIP OF THE DAY**

**SAVOR THE CUSTOMER INTERACTIONS**



**REVIEW YOUR ONLINE ORDERS**





# Interactive Resource Hub

- Area to contain supplemental content to support customers' personal journeys
- Library of trends and tips for key lines of business
- Downloadable resources to allow for easy sharing with peers and coworkers
- Q&A with Rich's experts
- Connectivity to additional Rich's platforms



# Product

- Area to highlight key products related to customers' journeys
- Highlighting products that are new, on trend, or seasonally appropriate
- Extension of existing Rich's product information available online



CONNECT



## THE PRODUCTS TO HELP YOU POWER UP YOUR JOURNEY



### CHANTILLY BETTERCREME® NATURALLY FLAVORED ICING

#20393

Pre-whipped chantilly naturally flavored icing with smooth texture and light and creamy taste. Packaged in glb pail.

TRENDING



### GLAZED APPLE FRITTER DONUTS 4ct TRAY PACKS

#19861

Fully finished yeast dough that combines spices and diced apples to form irregular handmade shapes. Full of flavor and a...



### OUR SPECIALTY BAKE HOUSE™ ROASTED GARLIC ARTISAN...

#18835

Bake at Home Roasted Garlic Batard offered in 13 oz loaves, providing on-trend artisan bread offerings.

NEW



### OUR SPECIALTY BAKE HOUSE™ ORGANIC COUNTRY ITALIAN...

#18766

Organic Bake at Home Country Italian Artisan Batard offered in 12.75 oz loaves, providing on-trend artisan bread offerings.



### GLAZED YEAST RING DONUTS 6ct TRAY PACKS

#20049

Fully finished glazed yeast ring donut packed with flavor and a delightfully soft texture for longer-lasting fresh quality...



### OUR SPECIALTY TREAT SHOP™ DOUBLE CHOCOLATE THUMBP...

#21453

Chocolate cookie with chocolate fudge icing

## REQUEST A SAMPLE

- Chantilly Bettercreme® ^
- Glazed Apple Fritter Donuts
- Roasted Garlic Artisan Batard
- Country Italian Artisan Batard v

SUBMIT



# Rich's Connect Recap

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Unify and  
expand Rich's  
content library

---

Help motivate your  
customers along  
their personal or  
business journeys

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Better understand  
your customers'  
aspirations and  
challenges

---

More clearly  
connect product  
engagement to  
specific customers

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Become integral  
to your customers'  
training and  
onboarding,  
creating long-term  
brand advocates  
in their associates







# Thank



# You