



**RICH PRODUCTS  
CORPORATION**

# **RESPONSIBLE BUSINESS REPORT**

**2025**

**GENERATIONS  
OF GOOD** 



# ABOUT THIS REPORT

## Data

We are pleased to share Rich Products Corporation's Responsible Business Report for 2025. The content in this report includes data from 2024 – 2025. Data may be at a one-year lag due to the collection and analysis process.

Data and figures in this report require the use of estimations and assumptions for calculations and metrics have been rounded where applicable. Historical data may change year over year due to improved data collection, calculations, estimations and/or methodologies. The data included in this report has been normalized to improve consistency and comparability across different sources. Normalization was applied to align metrics on a common scale, which supports clearer analysis and decision-making. However, this process may reduce visibility of certain variations present in the original datasets. Readers should consider these limitations when interpreting the findings. Normalization calculators utilized include the [Environmental Protection Agency's Greenhouse Gas Equivalencies Calculator](#) and [Feeding America's Meal Equivalency Calculation](#).

The following frameworks and methodologies were utilized to generate portions of the data:

- Emissions calculations are used using the [Greenhouse Gas Protocol](#)
- Emissions are also reported through the [Climate Disclosure Project](#) (CDP)
- United States and Canada food waste target and progress are calculated using the [10x20x30](#) methodology

## Scope

This report incorporates information from Rich Products Corporation.

## Forward-Looking Statements

Statements in this report that are not historical or current state, including statements about targets, goals, aspirations, commitments, long term strategy, and future programs are based on Rich's current assumptions and expectations.

These statements are typically accompanied by the words including but not limited to: "aim," "aspire," "can," "commit," "continue," "estimate," "expanding," "future," "goal," "next," "plan," "target" and "will." Our achievement of our forward-looking statements could be different from the projected results. Forward-looking statements are subject to change.

This could be due to a variety of factors that could be out of Rich's control, including, but not limited to, changes in circumstances, changes in protocols, new legislation, supply chain disruptions, or other risks and uncertainties.



# TABLE OF CONTENTS

<b>About Rich's</b>	<a href="#">Message From Our Leaders</a>	<b>5-6</b>
	<a href="#">Business Summary</a>	<b>7-10</b>
	<a href="#">Our Leadership</a>	<b>11</b>
	<a href="#">Governance</a>	<b>12</b>
	<a href="#">Purpose, Values, &amp; Ethics</a>	<b>13-14</b>
	<a href="#">Materiality</a>	<b>15</b>
	<a href="#">Generations of Good</a>	<b>16</b>
<b>Renewing Planet</b>	<a href="#">Priority Topics</a>	<b>18</b>
	<a href="#">Emissions</a>	<b>19-21</b>
	<a href="#">Responsible Sourcing</a>	<b>22</b>
	<a href="#">Waste</a>	<b>23-24</b>
	<a href="#">Water</a>	<b>25</b>
<b>Nourishing Plates</b>	<a href="#">Priority Topics</a>	<b>27</b>
	<a href="#">Food Safety &amp; Quality Assurance</a>	<b>28</b>
	<a href="#">Clean Label</a>	<b>29-31</b>
<b>Prioritizing People</b>	<a href="#">Priority Topics</a>	<b>33</b>
	<a href="#">Engagement</a>	<b>34</b>
	<a href="#">Pay Equity</a>	<b>35</b>
	<a href="#">Benefits</a>	<b>36-39</b>
	<a href="#">Career Growth</a>	<b>40</b>
	<a href="#">Community</a>	<b>41-46</b>



## 80 YEARS & OUR JOURNEY CONTINUES



Founded in 1945 by Robert E. Rich Sr., Rich Products Corporation invented the world's first non-dairy whipped topping! That spirit of innovation has fueled eight decades of growth, marked by product advancements, strategic acquisitions and global expansion. As we celebrate the progress we've made, we remain committed to exploring new and innovative ways to achieve our responsible business goals, now and for the future.



# MESSAGE FROM MINDY RICH

We've always believed that business success should never come at the expense of doing what's right. No matter how much the world changes or how we change with it, that simple principle lives on through our people-first philosophy, timeless values, global commitment to ethical leadership and unwavering dedication to our purpose: **nourishing a world of possibility for generations of associates, customers and communities.**

You can't build anything in our business without trust. And building trust is contingent upon doing the right thing. That belief has been a founding principle and is passed on over generations. It allows us to create a culture of character and integrity that is uniquely Rich's. Being a private, family-owned business that's focused on the long term means we think in generations, not quarters to build something that lasts. And the decisions we make are guided by this commitment and rooted in our core values.

In many ways, this is the driving force behind **Generations of Good** – our responsible business strategy that unites the social and environmental commitments that matter most to our business, associates, customers and communities. Over the past 80+ years, we've embraced change, while always staying true to who we are. While we've grown significantly since 1945 – now comprised of 13,000 people in more than 110 countries around the world – our values remain the same. Generations of Good is how we put those values into action: reducing our impact on the environment, innovating product solutions that are trusted and valued and creating exceptional experiences for people to grow.

As one of the family shareholders and stewards of the business, I'm inspired every day by the incredible people who work for this company. Across our many offices, manufacturing facilities and teams around the world, I see individuals who bring our values to life in different ways – whether by taking risks, challenging the status quo, leading with empathy or finding new ways to support the communities we call home. Their ingenuity and care for one another are what give Generations of Good real meaning.

As a global food company, we have a responsibility to help create a brighter future. This report celebrates the progress we're making toward that commitment. It's a testament to the people who make the work possible. On behalf of the entire Rich family, thank you – to every associate, customer, partner and stakeholder – who helps us uphold the promise: to do what's right, no matter what.



Sincerely,  
*Mindy Rich*  
Chairman, Rich Products

# MESSAGE FROM RICHARD FERRANTI

The average lifespan of a family-owned business is just 24 years. Rich Products recently celebrated 80 – a rare milestone that is a testament to:

- Our firm commitment to remain a private, family-owned business that is successful over the long term
- Our focus on creating exceptional experiences for associates, customers and communities
- Our ability to anticipate and embrace change as we innovate for the future

Rooted in our core values and guided by dynamic leadership, Rich's legacy continues to take shape. Our story is one of growth, resilience, purpose and people. **Generations of Good** – our responsible business strategy – underscores our commitment to raising the bar and creating lasting impact. We've embedded this critical work into our business strategy, blending purpose, performance and innovation to deliver sustainable value.

Today, I'm immensely proud to introduce Rich's **Inaugural Responsible Business Report** – a milestone that celebrates both our commitment and progress around Generations of Good. It highlights our work across three pillars:

- **Renewing Planet** (reducing environmental impact)
- **Nourishing Plates** (elevating food for purpose)
- **Prioritizing People** (championing growth together)

From working to reduce emissions and transforming our product portfolio to helping people unlock their own purpose and supporting our local communities – we are making important strides across our key pillars and priorities. I'm proud to report that we are exceeding our 2025 emissions intensity target. We've expanded our baseline clean-label portfolio to include more than 1,000 products, that do not contain artificial colors, flavors, sweeteners and other sensitive ingredients. Additionally, we've achieved best-in-class engagement across our business, with 90% of associates proud to work for Rich's.

Ultimately, Generations of Good is powered by the people who embody the core values that make Rich's different. None of this would be possible without our associates' passion and commitment – and I'm especially proud of their contributions to our business. This report also honors our customers and partners, whose trust and collaboration inspire us to keep raising the bar.

As we look ahead, our mission remains clear: to advance boldly, live our values fully and build a company that helps create a brighter, more sustainable future. Growth isn't about holding onto yesterday. It's about daring to think differently and having the courage and commitment to act on it. Together, we'll continue to make a meaningful impact on people – and the world around us – today and for generations to come.



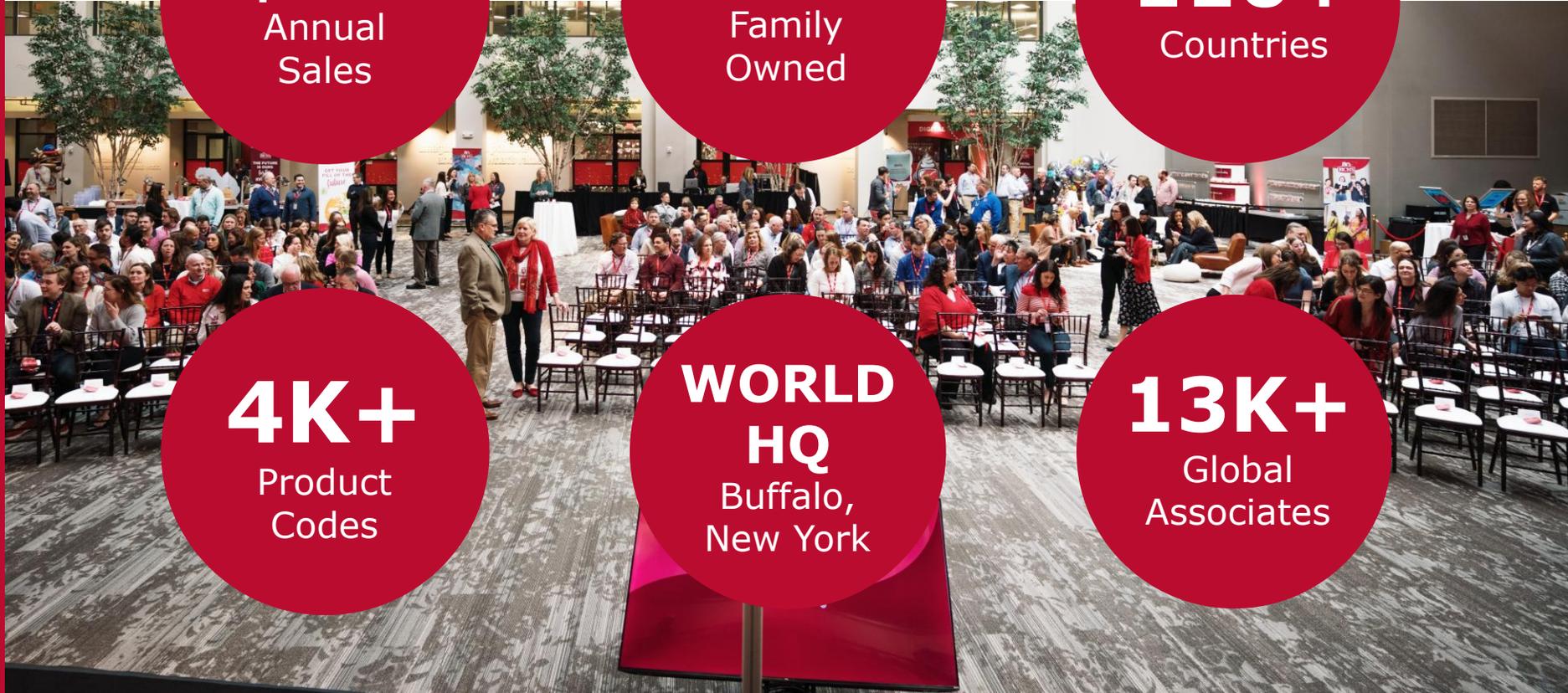
Sincerely,  
*Richard Ferranti*  
CEO, Rich Products

# BUSINESS SUMMARY

Rich Products Corporation is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are enjoyed in homes, restaurants and bakeries around the world.

And we go beyond great food – delivering insights, culinary expertise and innovative solutions to help our customers grow and stay competitive.

Operating in 110 locations globally, with annual sales of \$6 billion, Rich's is more than a global leader – we're a family-owned business, bringing people closer through food, innovation and connection. Rich's® – Infinite Possibilities. One Family.



**\$6B**  
Annual Sales

**100%**  
Family Owned

**110+**  
Countries

**4K+**  
Product Codes

**WORLD HQ**  
Buffalo, New York

**13K+**  
Global Associates

# OUR PRODUCTS



**Toppings & Icings**



**Pizza & Flatbread**



**Donuts**



**Cookies**



**Culinary Solutions**



**Beverages & Finishing Touches**



**Breads & Rolls**



**Cakes & Desserts**



**Snacks & Appetizers**



**Seafood**



**Meat**



**Plant Based & Gluten Free**

# OUR BRANDS

## UNITED STATES AND CANADA



## GLOBAL



CLICK ON THE BRAND LOGOS TO LEARN MORE

## WHERE WE SELL



**FOODSERVICE**



**IN-STORE BAKERY**



**INDUSTRIAL**



**RETAIL BAKERIES & CAKE SHOPS**



**CONSUMER BRANDS & RETAIL**



**E-COMMERCE**

## WHERE WE OPERATE



**NORTH AMERICA**  
USA  
Canada

**ASIA**  
India  
Vietnam  
Korea  
Thailand  
Japan  
Mainland China & Taiwan  
Indonesia  
Malaysia

**LATIN AMERICA**  
Brazil  
Caribbean & Central America  
Mexico

Peru  
Colombia  
Argentina  
Chile

**MIDDLE EAST**  
**EUROPE**  
United Kingdom

**AFRICA**  
South Africa

**AUSTRALIA**

# OUR LEADERSHIP

## Meet Our Leaders

Our dynamic leadership team is driving Rich's to an even brighter future. Individually and collectively, our executives bring to the table a diverse depth of experience and expertise. Active in our business and committed to our communities, our leaders play a pivotal role in shaping the company's long-term strategy, growth and success.

[READ OUR EXECUTIVES' BIOS >](#)



**Mindy Rich**  
Chairman



**Robert Rich, Jr.**  
Senior Chairman



**Bill Gisel**  
Executive Vice Chairman



**Richard Ferranti**  
Chief Executive Officer



**Dave Cowperthwait**  
Executive Vice President,  
Chief Supply Chain Officer



**Georgia Dachille**  
Executive Vice President,  
Chief People &  
Transformation Officer



**Jaimie Lowe**  
Executive Vice President,  
Chief Financial Officer



**Jeff Kim**  
President & Chief  
Operating Officer,  
Global Markets



**Kevin Spratt**  
President,  
US-Canada Region



**Ted Rich**  
Executive Vice President,  
Chief Growth Officer



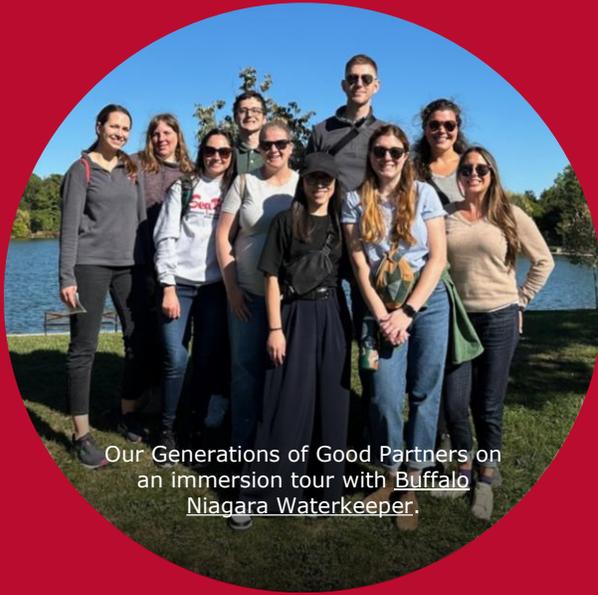
**Jim Motos**  
Executive Vice President,  
Chief Research, Innovation  
& Compliance Officer



**Yexi Liu**  
Executive Vice President,  
Chief Information Officer

# GOVERNANCE

**Rich's Generations of Good Governance Model includes four key stakeholder groups:**



Our Generations of Good Partners on an immersion tour with Buffalo Niagara Waterkeeper.

## Sponsors

Our Executive Team acts as the Generations of Good Sponsors. They approve commitments, investments and policies, meeting three times a year and as needed.

## Partners

Led by Generations of Good experts, this cross-functional team handles strategy development and daily execution of environmental and social initiatives. They meet bi-weekly.



**CHAMPIONS**

## Champions

The Board of Directors and CEO serve as Champions for Generations of Good. They establish the organization's purpose, vision and strategic direction. Meetings with the Champions take place two to three times annually.

**SPONSORS**

**AMBASSADORS**

## Ambassadors

Leaders across our enterprise business, functional areas and regions act as Generations of Good Ambassadors. They contribute to shaping enterprise strategy, help eliminate barriers and support successful outcomes. The Partners convene with the Ambassadors on a quarterly basis.

**PARTNERS**

# RICH'S PURPOSE & VALUES

## OUR PURPOSE

**Nourishing a world of possibility for generations of associates, customers and communities.**



Rich's Generations of Good responsible business strategy aligns Rich's core values with a mission to build lasting impact. From working to reducing emissions to promoting responsible sourcing and nurturing exceptional experiences for all, we're creating a brighter future today and for generations to come.

## OUR VALUES

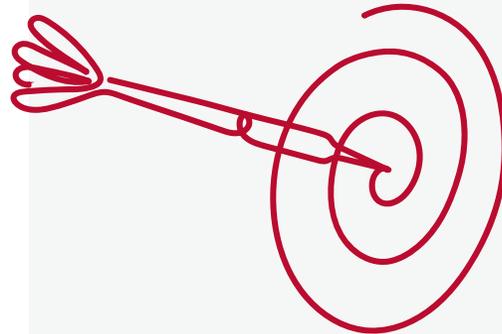
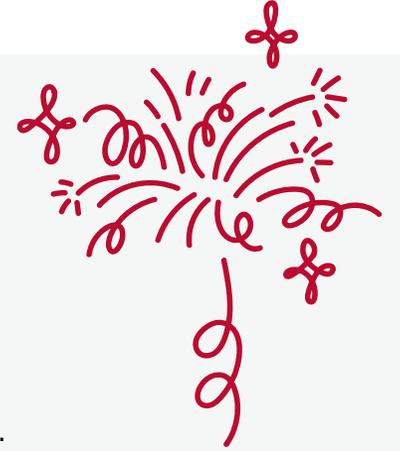
### CHERISH OUR CULTURE

Work, learn and celebrate together.



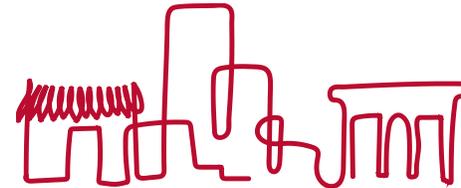
### INNOVATE

Imagine what's possible and create what's valued.



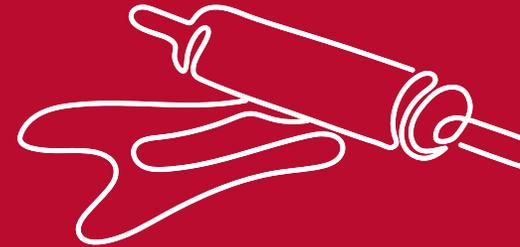
### BE THE TRUSTED FIRST CHOICE

Listen, understand and deliver for customers like no other company.



### BETTER OUR COMMUNITIES

Devote time and talent where we live and work.



### DO WHAT'S RIGHT

No matter what.

# ETHICS

## Doing What's Right is Our Legacy

At Rich's, doing the right thing is not just a principle – it is a legacy. It is foundational and one of our core values.

From founding the world's first non-dairy whipped topping in 1945 to today, our commitment to ethical business practices is woven into every decision, every relationship and every innovation. It is reflected in our people-first philosophy, timeless values, unwavering dedication to community partnerships and global commitment to ethical leadership.

## Building an Ethical Culture

Rooted in the belief that people matter most, Rich's has cultivated a culture where integrity, transparency and accountability are expected, encouraged and celebrated.

We use a multi-channel communication strategy to ensure our ethics program is understood and embraced across the organization. Ethics training is mandatory for all associates; it includes real-world scenarios, policy updates and interactive modules.



**“Great products and services matter, but what truly sets us apart is the character, commitment and passion of our people. That is the heartbeat of our business and what drives lasting growth and trust.”**

TED RICH | EXECUTIVE VICE PRESIDENT, CHIEF GROWTH OFFICER

[LEARN MORE ABOUT OUR POLICIES >](#)

## Engaging Customers with Integrity

Whether navigating complex supply chain challenges or staying true to our values during times of change, we lead with empathy and principle – always. This credo is evident in our customer engagement. Being customer-obsessed means going beyond service – it is about empathy, understanding and meaningful partnerships.

**“At Rich's, people come first – always. That means we lead with character and make decisions guided by our values. An ethical culture isn't something you mandate – it's something you live every day, and it starts with how we show up for our associates, customers and communities.”**

GEORGIA DACHILLE | EXECUTIVE VICE PRESIDENT, CHIEF PEOPLE AND TRANSFORMATION OFFICER



## Anonymous 24/7 Ethics Hotline

Our Global Ethics Hotline, available 24/7 via phone or web, is managed by a third party to ensure confidentiality and impartiality. Associates, contractors and vendors can report concerns anonymously, and all reports are investigated thoroughly and respectfully.

You can find out more about Rich's ethical policies and practices – including our Code of Responsible Business, Supplier Code of Conduct, Global Human Rights and Speaking Up Policies – by visiting our website.

**86%**

OF OUR ASSOCIATES AGREE: RICH'S SHOWS COMMITMENT TO ETHICAL BUSINESS DECISIONS AND CONDUCT.

# MATERIALITY

Rich's materiality assessment is one input to our responsible business strategy. By leveraging our relationships with our internal and external stakeholders, Rich's can better understand priorities, concerns and perspectives directly from Rich's associates, customers, peers and suppliers. This feedback layered with a market assessment identifies the most significant and relevant topics to our business and the world around us. Rich's aims to complete a materiality assessment every two to three years.

In partnership with a third party, Rich's performed their second materiality assessment in 2024. Below are the material topics with the greatest perceived importance and business significance. The material topics below are in various states of maturity in Rich's strategy activation which is reflective in this report. Some topics are well established, emerging or in-development, while others are table stakes and not specifically called out below in materiality and within this report.



## Materiality Topics & Definitions

- **Emissions Reduction + Climate Strategy:** Greenhouse gas emissions reduction across Rich's entire value chain.
- **Responsible Sourcing + Supplier Engagement:** Collaborating with Rich's supply chain partners to minimize environmental impact (deforestation), promote social responsibility and ensure long-term economic viability.
- **Waste Management + Packaging Sustainability:** Addressing operational waste through reduction, including minimizing food waste and recycling diversion outlets. Focus on packaging by increasing recyclability, minimizing materials used and responsible sourcing of materials.
- **Nature + Biodiversity:** Monitoring and protecting the ecosystem health where Rich's raw materials are grown.
- **Sustainable Product Innovation:** Rich's product development designed to create positive impact by ensuring environmental and social topics are front of mind.
- **Associate Inclusion + Opportunity:** Ensuring a highly inclusive and respectful workplace that provides opportunities for all associates.
- **Associate Engagement + Labor Relations:** Proper management and prioritization of associate experience including associate benefits, compensation, development, work-life balance, worker safety, grievance mechanisms, collective bargaining and labor rights.

## Rich's Near-term Strategy Activation

- **Emissions:** Committed to taking action on climate change
- **Responsible Sourcing:** Responsible sourcing for a sustainable future
- **Waste:** Dedicated to tackling our food waste
- **Water:** Preserving water resources
- **Clean Label:** Innovating foods for purpose for generations to come
- **People:** Creating a culture where everyone can thrive
- **Community:** Cultivating positive impact for our communities

# OUR STRATEGY

## GENERATIONS OF GOOD

For over 80 years, we've cultivated change, driven by a culture of commitment to fuel innovation and creativity. We're continuously reimagining what good food really means. Inspiring possibilities and raising the bar across everything we do to create lasting impact.

Rooted in local cultures and guided by a global mission, we are working towards reducing our impact on the planet, expanding our portfolio of creative solutions, and fostering a sense of belonging to create exceptional experiences for all. By living our values every day, we lead by example, transforming lives and the world around us for generations past, present, and future.

Rich's Generations of Good responsible business strategy aligns our core values with a mission to build lasting impact. We're all in on Renewing Planet, Nourishing Plates, and Prioritizing People.



### RENEWING PLANET

- 1 Committed to taking action on climate change
- 2 Sourcing responsibly for a sustainable future
- 3 Dedicated to tackling our waste
- 4 Preserving water resources

### NOURISHING PLATES

- 1 Unwavering commitment to safe food, consistent quality, and transparency
- 2 Innovating foods for purpose for generations to come

### PRIORITIZING PEOPLE

- 1 Creating a culture where everyone can thrive
- 2 Cultivating positive impact for our communities





# RENEWING PLANET





# PRIORITY TOPICS OVERVIEW

## Taking Action to Reduce Our Impact

We're reshaping our operations to build a more sustainable future. Reducing our emissions and waste where possible. Working to source responsibly and preserve natural resources. We're driving value across our network to inspire practices today that protect the planet for generations to come.



1

Committed to Taking Action on Climate Change



2

Sourcing Responsibly for a Sustainable Future



3

Dedicated to Tackling Our Waste



4

Preserving Water Resources

# EMISSIONS

## Committed to Taking Action on Climate Change

Rich's is committed to taking action on climate change and we are moving forward on initiatives to reduce our carbon footprint. By improving our energy use and collaborating with suppliers, we are cutting emissions throughout our supply chain. Since 2016, we have reduced 61,000 metric tonnes of CO<sub>2</sub>e from the atmosphere – that is like taking more than 10,000 gasoline cars off the road for a year.\*

\*Source: [EPA Greenhouse Gas Equivalencies Calculator](#)



Our Mexico team hosts an annual Reforestation Event. In 2024, they had 150 volunteers and planted 681 trees!



To celebrate Earth Month, Rich's associates completed a waste cleanup around Buffalo World Headquarters in partnership with Buffalo Niagara Waterkeeper. Over 30 volunteers picked up 55 bags equating to about 550 lbs. of trash.

**61K** **METRIC TONNES**

CO<sub>2</sub>e REDUCED FROM THE ATMOSPHERE SINCE 2016

THAT'S LIKE

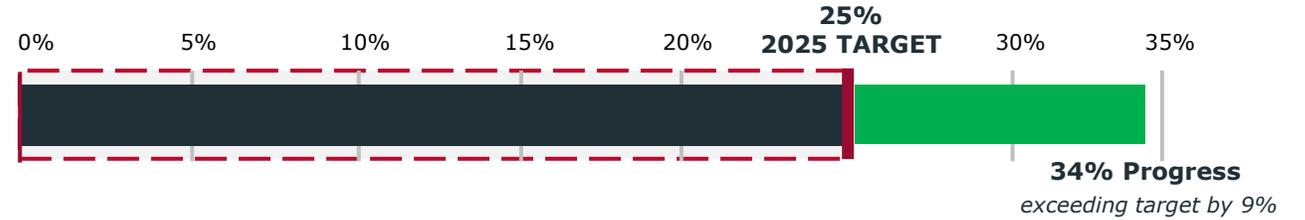
**10K** **GASOLINE CARS**

OFF THE ROAD FOR A YEAR

# EMISSIONS TARGET AND PROGRESS

Our target is 25% Scope 1 and 2 reduction in emissions intensity by 2026, from 2016 baseline. Our intensity metric is calculated by metric tonnes CO<sub>2</sub>e/lbs. of production. We are currently exceeding this target, and we are on track for a 34% emissions intensity reduction through 2024 – which is 9% higher than our target. We are actively developing our science-aligned target for 2026.

## Emissions Intensity Reduction Target Progress



## GENERATIONS OF GOOD SPOTLIGHT

### Energy Reduction Yields Big Impact

As part of the initiative to achieve our emissions reduction targets, Rich's launched a special project known as Freezer Energy Optimization at our Brunswick, Georgia plant. The objective was to reduce fan speeds and set points to lower energy consumption while meeting operations and refrigeration requirements for our products. The sustainability impact was significant: The amount of electricity reduced per year was 572,000 kWh, resulting in avoiding 257 metric tonnes CO<sub>2</sub>e. This is enough electricity savings to power 56 homes each year.\*

\*Source: [EPA Greenhouse Gas Equivalencies Calculator](#)



**572K KWH**  
AMOUNT OF ELECTRICITY REDUCED PER YEAR



"As a frozen food company, energy is central to how we make and freeze our products. We started implementing a refrigeration management system nearly a decade ago and are continuing to roll it out across our plants. It's a win-win – greater energy efficiency, lower costs and smarter resource use."

DAVE COWPERTHWAIT | EXECUTIVE VICE PRESIDENT, CHIEF SUPPLY CHAIN OFFICER



**257 METRIC TONNES**  
OF CO<sub>2</sub>e AVOIDED



ENOUGH TO POWER  
**56 HOMES EACH YEAR**

### Reduced Freezer Fan Speeds



BEFORE

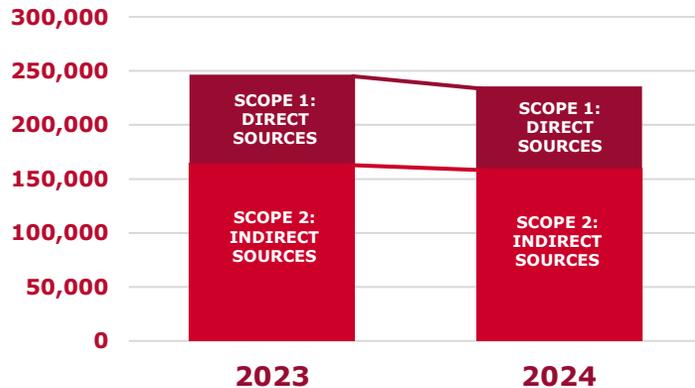


AFTER

## SCOPE 1 & 2 EMISSIONS DATA

FROM 2023 TO 2024, WE REDUCED OVER  
**12K MTCO2e**  
IN SCOPE 1 & 2 ABSOLUTE EMISSIONS

EMISSIONS DATA	MTCO2e	
	2023	2024
<b>TOTAL SCOPE 1 &amp; 2</b>	<b>242,661</b>	<b>229,877</b>
Scope 1: Direct Sources	82,033	75,715
Scope 2: Indirect Sources	160,628	154,162



MTCO2e = Metric tonnes of carbon dioxide equivalency

Our Scope 1 and 2 emissions are verified with Limited Assurance. Our Scope 2 data is market based. Scope 1 emissions include stationary combustion (ex. natural gas ovens), mobile combustion (ex. Rich's owned vehicles), and fugitive emissions (ex. refrigerants). Rich's utilizes operational control to determine organizational boundaries and calculations include both United States and Global emissions.

## SCOPE 3 EMISSIONS DATA

EMISSIONS DATA	MTCO2e
SCOPE	2023
<b>TOTAL SCOPE 3 EMISSIONS</b>	<b>2,618,340</b>
<b>Scope 3 Cat. 1: Purchased Goods and Services (incl. FLAG)</b>	<b>1,433,250</b>
Scope 3 Cat. 2: Capital Goods	22,204
Scope 3 Cat. 3: Fuel and Energy Related Activities	69,135
<b>Scope 3 Cat. 4: Upstream Transportation and Distribution</b>	<b>242,728</b>
<b>Scope 3 Cat. 5: Waste Generated in Operations</b>	<b>85,359</b>
Scope 3 Cat. 6: Business Travel	9,136
Scope 3 Cat. 7: Employee Commuting	30,544
Scope 3 Cat. 9: Downstream Transportation and Distribution	45,774
<b>Scope 3 Cat. 10: Processing of Sold Products</b>	<b>176,983</b>
Scope 3 Cat. 11: Use of Sold Products	7,808
<b>Scope 3 Cat. 12: End of Life Treatment of Sold Products</b>	<b>495,419</b>

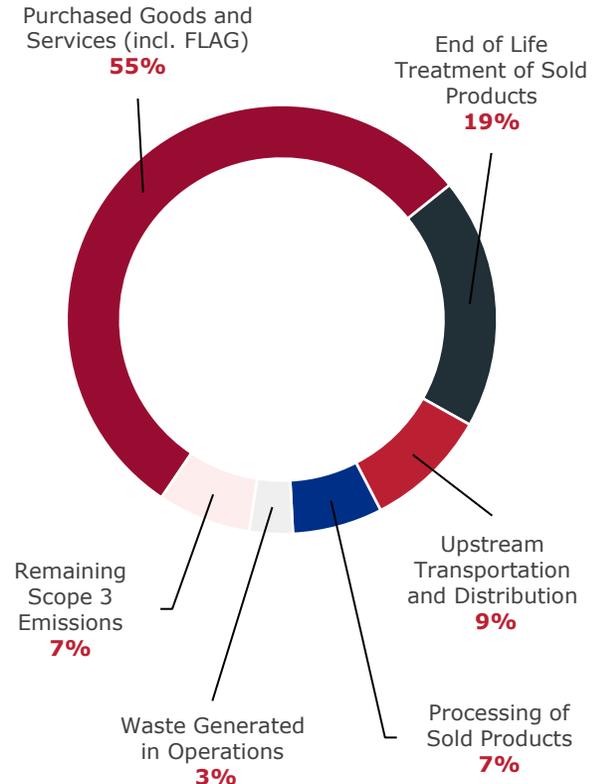
These Scope 3 calculations help us identify priority areas for emission reductions and establish a baseline for measuring future progress. One of our biggest challenges is data collection for Scope 3, especially across our value chain and global markets. We are working to increase actual data inputs over spend-based data through supplier engagement and enhanced internal data collection. This will strengthen accuracy of calculations and our ability to measure progress. Scope 3 Category 8, 13, 14, and 15 are not applicable to Rich's. Scope 3 calculations are underway for 2024 and 2025 inventory.

This table is an example of the Emissions Reporting we do annually as part of our Climate Disclosure Project (CDP).



## Comprehensive Scope 3 Emissions Data

Summary of Most Significant Categories as Percentage of Scope 3 Emissions



# RESPONSIBLE SOURCING

## Sourcing Responsibly for a Sustainable Future

We are partnering with suppliers and third parties to advance our responsible sourcing for key commodities. Rich's is committed to sourcing the majority of our direct-add palm oil, direct-add palm kernel oil, direct-add cocoa ingredients and seafood ingredients – used in products produced and consumed in the United States and Canada – through third party verified supply chains partnerships including the [Rainforest Alliance](#), [Best Aquaculture Practices \(BAP\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#) and [Marine Stewardship Council \(MSC\)](#).



[VIEW OUR RESPONSIBLE SOURCING POLICIES >](#)

# GENERATIONS OF GOOD SPOTLIGHT

## United States and Canada Policies

Rich's commitment to responsible sourcing also includes ethical supplier practices and inclusive partnerships. We have developed a set of Responsible Sourcing Policies to ensure that our suppliers and their workers align with our goals and adhere to our expectations. Here are three policy spotlights that articulate these requirements:

### Deforestation and Conversion Free Policy

In the United States and Canada, Rich's aspires to source deforestation-free and conversion free ("DCF") raw materials and products. Our forest policy aims to minimize the impact of our operations on forest ecosystems, promote responsible sourcing and contribute to global efforts in combating deforestation through prioritized supply chain policies and time-bound action plans.

### Supplier Code of Conduct

Success is driven by our commitment to providing our customers with quality products. Achieving this requires a workforce that consistently demonstrates excellence and integrity – principles that extend to our suppliers and their teams. Our Supplier Code of Conduct outlines our expectations and our company's core values and beliefs.

### Supplier Inclusion Policy

Rich's is committed to promoting an environment that facilitates fair and inclusive business relationships. Supplier inclusion is an integral part of our strategic sourcing and procurement processes.

# WASTE

## Dedicated to Tackling Our Food Waste

We are on a mission to tackle food waste head-on, recognizing that it accounts for one-third of the world's emissions. From the inception of our product design to minimizing waste in our operations and expanding our donation and food waste diversion programs, we are dedicated to reducing waste throughout our entire process.

### 10X20X30

In 2020, Rich's joined the **10X20X30** initiative, a groundbreaking effort led by more than 10 of the world's largest food retailers and providers. These companies invited at least 20 of their suppliers – including Rich's – to **commit to cutting food waste in half by 2030.**

Since 2022, we have been collecting waste data from our plants located in the United States and Canada to inform our waste strategy. This data collection will support our efforts towards setting a baseline and achieving a reduction of 50% food waste by 2030 using the 10x20x30's framework.

## GENERATIONS OF GOOD SPOTLIGHT

### Waste Diversion

In addition to the focus on food waste with 10X20X30, we are committed to diverting total waste streams (metals, plastics, cardboard, etc.) in our operations. Rich's has partnered with NorthStar as our transformational waste partner to manage our waste and recycling streams at our plants located in the United States and Canada. The biggest challenges to advancing our waste strategy are manual waste data collection (which created the need to use estimations – proxy and average data) and the availability of localized diversion options based on our plant's location. NorthStar will address these challenges by implementing new recycling programs tailored to each plant while improving our waste data capabilities. In 2024, our plants located in the United States and Canada successfully diverted approximately 130 million lbs. of waste from landfills, reinforcing our commitment to waste diversion.



"Our partnership with NorthStar has transformed how we manage waste across all USC plants, creating consistent, data-driven processes that make a difference every day. I'm proud of the teamwork behind this effort and excited for the continued opportunities to expand our impact."

TRACY BECK | STRATEGIC PROCUREMENT CATEGORY LEADER



**IN 2024, OUR PLANTS LOCATED IN THE UNITED STATES AND CANADA DIVERTED APPROXIMATELY:**

**130M LBS.**  
OF WASTE FROM LANDFILLS

# GENERATIONS OF GOOD SPOTLIGHT

## Food That Fuels Communities and Reduces Waste

Rich's has a long history of donating food to support communities. In 2024, we expanded this commitment by launching a food donation pilot at our Riverside, California Distribution Center in partnership with [Lineage Foundation for Good](#).

Lineage goes beyond storing our products – they coordinate donations and share their local connections with nonprofits. Together, we advance a shared mission to address food insecurity.

We identified a challenge: frozen products, either nearing the end of their shelf life or with minor variations – such as weight or appearance – were going unused. Through this pilot, we've found these items are an excellent donation for food banks because freezing preserves quality and keeps them safe to enjoy. We are supporting local communities, while reducing our food waste.

### Highlights of our efforts include:

- Supported emergency food relief during the California wildfires through donations to local food banks.
- Partnered with the [California Association of Food Banks \(CAFB\)](#) via the Rich Family Foundation to award a Giving Tuesday Grant.
- Expanded efforts by donating products to CAFB member food banks and hosting an Earth Month Lunch-and-Learn with CAFB and Rich's associates to deepen understanding of food insecurity.
- And today, we are working to scale our food donations beyond Riverside, California.



**"We're proud to partner with Lineage to make a meaningful impact through food donations. We had the product, and Lineage was able to fill in the logistical support needed to get our products into the hands of those who could best use them. Together, we strengthen our shared commitment to communities we live and work in."**

JEFF RICH | DISTRESSED SALES MANAGER



IN 2024 WE DONATED:

**10K CASES**  
OF FOOD TO NON-PROFITS



GENERATED

**113K MEALS\***



DIVERTED

**136K LBS.**  
OF FOOD FROM THE LANDFILL

\*One meal is roughly 1.2 lbs. per [Feeding America's Meal Equivalency Calculation](#)

# WATER

## Preserving Water Resources

Rich's is committed to advancing water management practices that protect natural resources and contribute to operational efficiency. We are working toward creating a water abatement target that aligns with our business needs and the specific challenges of the regions where we operate.

In areas facing water scarcity, we focus on circular water systems that recycle and reuse water – capturing it before it goes down the drain. We design these systems to reduce our environmental footprint while ensuring long-term water availability. In addition, we actively partner with local communities to help preserve vital water sources.

## Providing Relief to Water-depleted Areas

Rudana, a village in northern India near one of our manufacturing facilities, is a powerful example of our commitment to water resources. The depletion of the water table threatens farming and daily life in this rural community of 250 people. To address the issue, Rich's funded the installation of two check dams, which are temporary barriers that help reduce erosion. Since 2022, this has provided much-needed relief to the area by restoring water flow and supporting sustainable agriculture.

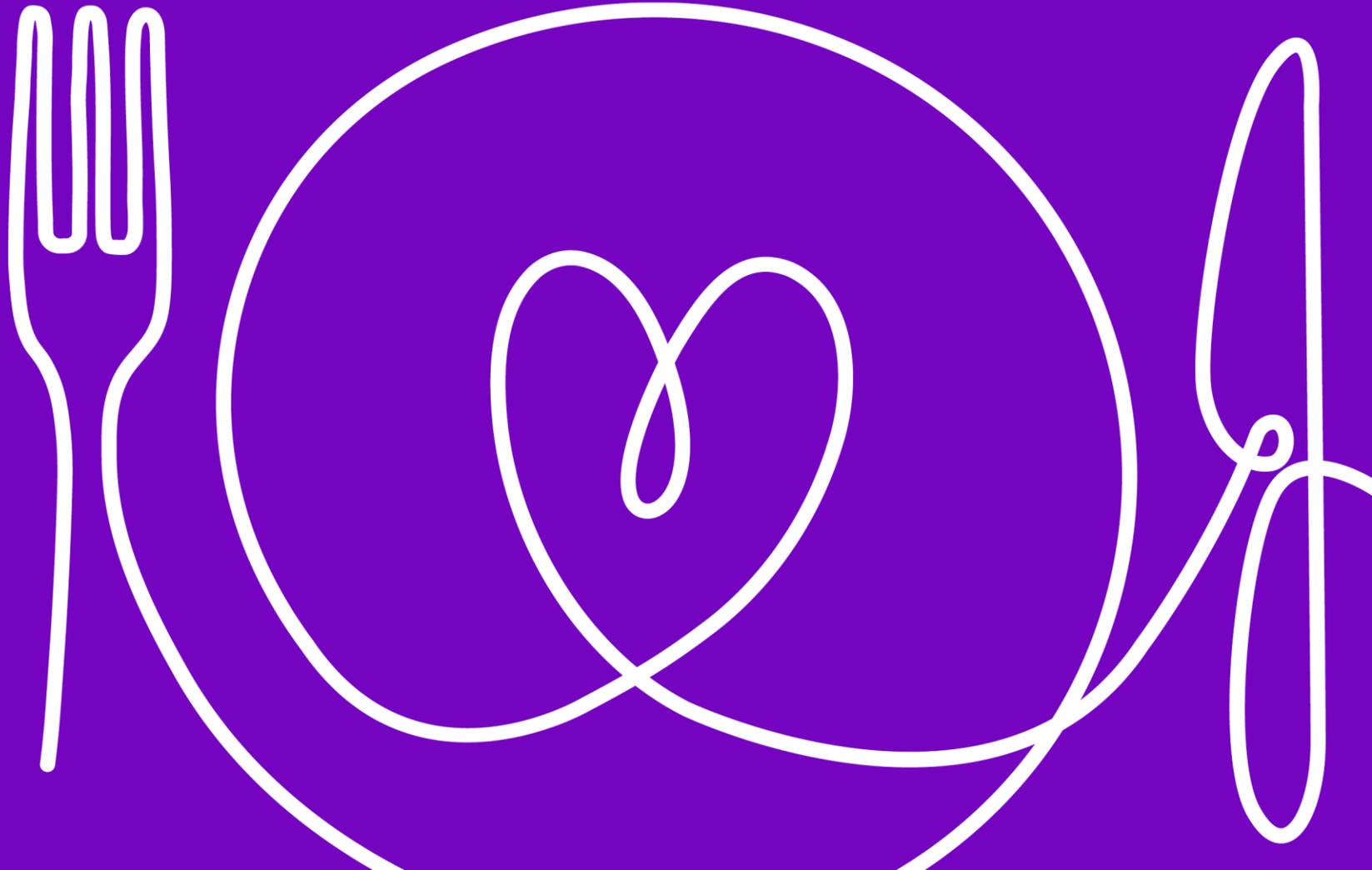


**“Our factory is an integral part of the community, and it is important to everyone at Rich's that we address the dire water situation and employ sustainable solutions that will leave a lasting impact.”**

**ASHUTOSH SRIVASTAVA | VICE PRESIDENT OF OPERATIONS, PROJECTS & SUPPLY CHAIN MANAGEMENT, RICH PRODUCTS INDIA**



# NOURISHING PLATES



Priority Topics

Food Safety & Quality Assurance

Clean Label



# PRIORITY TOPICS OVERVIEW

## Elevating Food for Purpose

We're innovating food solutions that are valued and trusted. Aiming to go beyond taste to serve a greater purpose – our dedication to transparency and excellence ensures quality and performance throughout our product offerings. For the moments that matter most, we are committed to elevating food for purpose for generations to come.



1

**Unwavering Commitment to Safe Food, Consistent Quality and Transparency**



2

**Innovating Foods for Purpose for Generations to Come**

# FOOD SAFETY & QUALITY ASSURANCE

**Unwavering Commitment to Safe Food, Consistent Quality and Transparency**



At Rich's, food safety is foundational. It's at the heart of our values – to be the trusted first choice to do what's right, no matter what. Every day, we commit to providing consistently safe, high-quality food.

We continuously improve food safety and quality standards to exceed expectation.

**"Food safety isn't just a priority; it's a responsibility and the foundation of our business. Being the trusted first choice means upholding the highest standards of safety, quality and consistency with every product we deliver to our customers and consumers."**



**JIM MOTOS | EXECUTIVE VICE PRESIDENT, CHIEF RESEARCH, INNOVATION & COMPLIANCE OFFICER**

## Food Safety

We set the highest bar for ourselves and our partners. Our standards ensure that the most scientific, risk-based preventative controls are in place to drive product safety. From proactively monitoring raw materials and finished goods to manufacturing processes and stringent sanitary handling, superior food safety is at the heart of everything we do.

## Product Quality

Partnering with our customers to understand their requirements. Producing the highest quality products, designed to meet the highest possible standards. Our goal is to deliver high quality products you can depend on.

## Technology Systems

Predictive tools and technology lead the advancement of our Food Safety and Quality Assurance efforts and allow for smarter, real-time data to inform what we do and where we go next.

## Regulatory Affairs

Our dynamic portfolio was designed to satisfy today's global customers. Government regulations are important and vary widely by country and region. We provide country-specific labeling for all products, and review and approve new ingredients to ensure compliance with regulatory requirements and coordinate religious certifications.



# CLEAN LABEL

## Innovating Foods for Purpose for Generations to Come

We are continuously advancing our portfolio to meet evolving consumer demands. Whether it is trusted ingredients, nutritional requirements or sustainable solutions, we anticipate needs and exceed expectations.

Clean label is a term used to describe foods and beverages that do not contain ingredients like artificial flavors and preservatives. This trend is driven by increased demand for transparency, as customers and consumers are searching for more choices with familiar ingredients across every food category. Today, there is no global standard of identity for clean label and consumer sentiment for clean label can vary based on region. Our unwavering commitment to listening to customer and consumer feedback is what propelled us 10 years ago to implement a clean label strategy across the United States.

Today, we offer over 1,000 baseline clean label product solutions and we are actively expanding our portfolio and scope, prioritizing transparency, authenticity and reduction of sensitive ingredients.



WE OFFER  
**OVER 1,000**  
CLEAN LABEL  
PRODUCT  
SOLUTIONS



**"In 2015, we introduced Rich's Clean Label platform to offer a range of solutions that cater to the growing consumer demand for products made with familiar ingredients. Today, our clean label guidelines have become a standard objective for innovation across all Rich's portfolios."**

JENNIFER VANDEWATER | VICE PRESIDENT, ENTERPRISE SUSTAINABILITY, HEALTH & AUTHENTICITY

# RICH'S CLEAN LABEL

Our authenticity drives us to challenge what we put into our food and how we make it; this means simple, recognizable ingredients. Below is how Rich's defines and identifies clean label within our broad portfolio of products sold in the United States.

**Rich's Clean Label Guideline includes two levels of ingredient restrictions:**

## BASELINE CLEAN LABEL

Our Baseline Clean Label guideline restricts the use of sensitive ingredients such as artificial flavors and sweeteners, high fructose corn syrup and hydrogenated oils from the list of ingredients.

## SUPERIOR CLEAN LABEL

Our Superior Clean Label guideline restricts more than 70 sensitive ingredients such as bleached flour, mono and diglycerides from the list of ingredients.

Our Clean Label Guideline is updated regularly to reflect market demands related to sensitive ingredients and evolving trends. These ongoing improvements make sure consumers can continue to embrace our initiatives for transparency.

[VIEW OUR CLEAN LABEL GUIDELINES >](#)



# CLEAN LABEL PRODUCT SHOWCASE

## Innovation. Insight. Inspiration.

These three key components are steering Rich's Clean Label initiatives into the future as we continue growing and evolving our large portfolio of products. We are proud to spotlight three products that meet our clean label criteria.



**SUPERIOR CLEAN LABEL**

### Gluten Free Cauliflower Pinsa: A Crisp Crust, Ready for All the Toppings

A newcomer to our pizza products, the pinsa has roots in ancient Rome where it began as an early form of flatbread. Hand crafted in-house using a blend of rice flour, buckwheat flour and cauliflower, the pinsa's long fermentation process creates a product that is light and delicious. The result is a delightfully crunchy exterior with a soft, airy interior. Our pinsa makes the perfect base for a delicious gluten-free, home-baked pizza.



**BASELINE CLEAN LABEL**

[VIEW OUR CLEAN LABEL PRODUCTS >](#)

### Sweet Middles® Cookies: A Bite-Sized Treat, Full of Flavor

Whether it is a daytime delight or an after-dinner indulgence, Our Specialty Treat Shop® Sweet Middles® offer the perfect cure for spontaneous sweet tooth cravings and celebrations. Treat yourself to a bite-sized, cream-filled, soft cookie sandwich to savor anytime, anywhere. Our latest launch of this popular dessert item includes two new flavors, lemon and gingerbread. All our Sweet Middles® cookies are peanut-free and nut-free.



**SUPERIOR CLEAN LABEL**

### On Top® Oat Milk Soft Whip: Shake, Open and Pour

Rich's On Top Oat Milk Soft Whip is plant-based for baristas and beverage lovers alike. The latest addition to our Toppings and Creams product line, Oat Milk Soft Whip is a pourable, ready-to-use, plant-based cold foam with a drinkable sweet cream flavor. Its light texture allows for delicious layering on top of hot or cold drinks. Servers love its ease of use – no additional equipment needed, just shake, open and pour. Ingredient-sensitive consumers appreciate that this oat milk hero contains no Big 9 allergens.



# PRIORITIZING PEOPLE





# PRIORITY TOPICS OVERVIEW

Jeannil Taberdo  
Culinary Manager

## Championing Growth Together

We're putting people first, helping our associates, customers and communities grow. By fostering a sense of belonging and enhancing livelihoods, we create moments for all to thrive. Because we know when we all gather around the same table, great things happen.



# 1

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## Creating a Culture Where Everyone Can Thrive



# 2

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## Cultivating Positive Impact for Our Communities

# ENGAGEMENT

## Creating a Culture Where Everyone Can Thrive

Rich's associate listening strategy empowers our associates to share their voices so we can learn about their experiences, ideas and concerns. We want to foster a culture of trust and belonging where associates feel heard, valued and respected.

We believe that listening and responding to our associates helps us achieve higher levels of engagement, productivity and loyalty. It is our strategic advantage for attracting and retaining top talent.

### Engaged associates make for a high-performing organization.

Our Associate Engagement Survey drives meaningful change by enabling leaders to make informed decisions and act to directly impact workplace culture and organizational performance.

While we're proud of the strong scores we received in many areas, Rich's remains committed to raising the bar and achieving best-in-class results across the board. We continue to focus on areas that fell below the high-performance mark, including:

- Driving more honest and open communication with associates
- Improving work processes to enable associates to be more productive
- Giving associates greater autonomy over their work

## Engagement Survey Results

In our most recent global Engagement Survey conducted in February 2025, Rich's achieved an associate engagement score of 85% – a strong result that aligns us with high-performing organizations. Our associates' responses were positive.

**90%**  
ARE PROUD TO WORK FOR RICH'S

**83%**  
FEEL LIKE THEY BELONG AT RICH'S

**85%**  
WOULD RECOMMEND RICH'S AS A GREAT PLACE TO WORK

**87%**  
BELIEVE THEIR VALUES ALIGN WITH RICH'S VALUES



**"It's inspiring to see Rich's continue pushing forward – creating space, community and opportunity for all its associates. I'm proud to be part of this company."**

**JENNIFER GALLARDO | SENIOR MANAGER, CORPORATE COMMUNICATIONS**

# PAY EQUITY

## Rich's Pay Practices

Here is a brief overview of the practices and steps we follow to ensure fair pay for our associates:

### Ensuring Fair Pay for Our Associates

Rich's is committed to paying our associates fairly. Our practices for salary ranges and bonus targets are developed utilizing salary survey data through major consulting firms. We utilize a pay-for-performance philosophy throughout our performance and objective process.

#### Education and Alignment

During our annual merit increase process, we provide Rich's leaders with resources to make pay increase decisions based on performance and market data. Materials include compensation philosophy video courses, planning scenarios and market range data.

#### Market Analysis

When creating pay ranges, we utilize third-party salary surveys to evaluate our jobs. We leverage market analysis to consider the many factors driving pay differences – including market conditions, performance, location, job level and experience.

#### Transparency

At Rich's, associates in non-front-line production roles across the United States and Canada have access to their pay range on demand.

#### Pay Gap Analysis

Our most recent adjusted 2024 analysis conducted by a third party in the United States confirmed that the average market ratios (salary divided by market midpoint) showed minimal variance across groups. People of color averaged 100% and non-people of color 99%; females averaged 99% and males 101%. Based on the results of our pay gap analysis, we correct unintended pay differences.

#### Next Steps

While we continue to review our process and annual analysis in the United States, we are expanding these practices to our global markets as part of our ongoing commitment to fair compensation.

# BENEFITS



## Benefits Options Designed for Ever-Changing Needs

At Rich's, we ensure our benefits deliver the best combination of care, flexibility and value. It is important that our associates and their families feel confident they will be taken care of.

We offer a comprehensive package of benefits that can be customized to the needs of individuals and their families. United States examples include:

### Healthcare Support

Medical, dental, vision and prescription drug, plus spending account options to keep costs in control.

### Retirement Plan

Eligible associates can take advantage of automatic enrollment, flexible investment choices and the potential for employer matching contributions, which provides access to powerful tools to build financial security and achieve their long-term goals.

### Planning For Life's Unexpected Turns

Income protection for individuals who are unable to work or are saving for healthcare expenses. We even offer options to insure pets.

### Caregiver Support

Associates enrolled in our Care@Work program receive an allocation of up to 10 days of subsidized backup care for family members, including pets.

### Well-being Program

To help support our associates physically, mentally and emotionally while helping them save on monthly medical plan costs.

## Rich's Offers On-Site Childcare

BrightPath Kids at Rich's Family Center is a state-of-the-art childcare facility connected to our World Headquarters (WHQ) building in Buffalo, New York. Available exclusively to families of Rich's associates and its affiliate partners, the center cares for children from six weeks to four years of age and offers a pre-kindergarten program. Our associates benefit from on-site convenience, reduced costs and flexible scheduling options.



## Free Confidential Assistance Program Available 24/7

Rich's associates can connect with mental and behavioral health specialists 24 hours a day, seven days a week through our Confidential Assistance Program (CAP). CAP is available at no cost to associates and all members of their household. The program offers a broad range of support to associates and their families who are struggling with anxiety, depression, grief and loss, stress and other challenges. CAP services include:

### Emotional Well-being Support

Each participant can receive up to five counseling sessions per year, per topic. On-call professionals are also available 24/7 for in-the-moment emotional support.

### Daily Life Assistance

Balancing work, family and day-to-day needs can be challenging. Personalized guidance is available by phone to help associates find resources for childcare, parenting, care for older adults, school and financial aid information, summer programs for kids, pet care, home repair, household services and more.

### Legal Services

A free 30-minute consultation with a participating attorney is available for different legal topics such as will preparation, real estate transactions and more.

**CAP ALSO PROVIDES FINANCIAL SERVICES, ONLINE TOOLS AND RESOURCES, DISCOUNTS ON PRODUCTS AND SERVICES, AND HELP FOR VICTIMS OF IDENTITY THEFT.**



Therapy dogs visiting our World Headquarters as part of our Mental Health and Wellness event.

# WELL-BEING

## Championing Our Associates' Well-being

At Rich's, we envision a workplace where every associate thrives – physically, mentally and emotionally.

We are committed to cultivating well-being by offering meaningful resources, innovative programs and unwavering support to empower our associates and communities to lead healthier, more fulfilling lives.



Rich's Interns enjoyed volunteering with the Buffalo Therapeutic Riding Center

### Offering Something for Everyone

At Rich's, we support our associates every step of the way. We know that getting and staying well begins with a series of small steps that can add up to big progress over time. Whether they want to create healthy habits, regain balance or sustain their progress, our associates and their families can tap into a wide range of well-being resources:



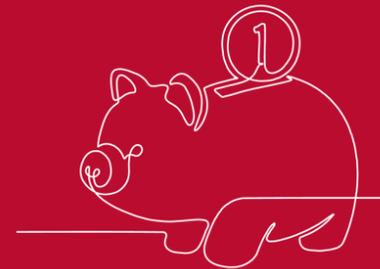
#### Body

EARN REWARDS AND CELEBRATE PROGRESS FOR BUILDING AND MAINTAINING AN ACTIVE LIFESTYLE



#### Mind

ACCESS TO COMPREHENSIVE MENTAL AND BEHAVIORAL HEALTH SUPPORT



#### Wallet

SIMPLIFY PERSONAL BUDGETING, BUILD CONFIDENCE IN THE FUTURE, FEEL MORE IN CONTROL



#### Community

STRENGTHEN CONNECTIONS AND MAKE AN IMPACT RIGHT IN THEIR NEIGHBORHOOD

## Wellness Program Offers Tools to Make Healthy Choices

Rich's has 2,400+ United States associates who participate in a third-party digital health and well-being program. This personalized health platform provides a combined suite of health navigation and well-being programs to empower associates to make healthier choices. Engagement in the program is encouraged and provides associates the opportunity to earn credit toward their healthcare premium.



Rich's supports one of Cleveland Clinic's annual flagship events, VeloSano Bike to Cure, to raise money for cancer research. Associates enjoyed the 80s theme for Rich's 80<sup>th</sup> anniversary.



**"Like many people with chronic health conditions, I've spent years figuring out how to succeed at work *and* take care of my health. I don't know where I'd be in my career if I hadn't worked for leaders who've created a safe space where people feel seen, supported and set up to succeed. I'm grateful to the leaders at Rich's for championing an environment where we can grow and become our best selves."**

LEXXIE BOOK | SENIOR MANAGER, STRATEGY, PLANNING AND GOVERNANCE – ASSOCIATE EXPERIENCE NETWORK



**A TOTAL OF 5,000 SELF-GUIDED COURSES WERE COMPLETED IN OUR WELLNESS PROGRAM ACROSS 2024.**

**AMONG THE ENGAGED ASSOCIATES, 89% REPORTED AN IMPROVED HEALTH OUTCOME.**

**ON AVERAGE, 333 MILLION STEPS WERE TRACKED EVERY TWO MONTHS AMONG ASSOCIATES — EQUIVALENT TO NEARLY 900,000 MILES ANNUALLY OR WALKING AROUND THE EARTH APPROXIMATELY 36 TIMES.**

# CAREER GROWTH & DEVELOPMENT

## Empowering Our Associates to be Great Leaders

Rich's has a well-defined strategy for career growth and development that reflects our commitment to nurturing talent, actively promoting from within, fostering long-term professional success and providing great leadership.

Our Leadership Commitments provide a clear set of behaviors for leaders to put into daily practice. They serve as the basis for a comprehensive talent management program that is a company-wide model for defining true leadership and connecting associate strengths with organizational needs. Rich's takes a holistic approach to developing talent, helping people identify their personal purpose and translating it into meaningful leadership roles within our company.

Our associates are encouraged to stretch beyond their comfort zones, exploring roles across different functions and areas of the business. Our Career Development programs provide the knowledge, resources and coaching they need to succeed in their current roles and to grow their career at Rich's.

### Here Are Highlights of Some of the Programs We Offer:

#### Total Productive Manufacturing (TPM) Trainings

Developed specifically for our manufacturing floor leaders, we offer four in-person workshops facilitated by a site leader. Topics include Essential Communication Skills, Delegation, Feedback and Managing Performance.

#### Great Rich's Leadership (GRL) Series

The Great Rich's Leadership series introduces Our Leadership Commitments, helps build effective coaches, supports our culture evolution and provides leadership development to achieve our long-term goals. Over 92% of leaders completed the newly launched 2025 program in the series, *Great Rich's Leadership 2030*.

#### Mentorship Programs

We offer a variety of mentoring programs to foster our associates' professional growth by providing personalized guidance, support and knowledge sharing. These programs also strengthen Rich's organizational culture by building meaningful connections across roles, functions and levels.



**"My career advancement at Rich's is a testament to the incredible mentors, colleagues and experiences that have shaped my journey in food safety and quality management. I'm grateful for the encouragement and opportunities that have helped me grow. I look forward to driving excellence and eager to make a meaningful impact."**

LADARIUS MILLEN | REGIONAL MANAGER – FOOD SAFETY CENTER OF EXCELLENCE



**"I am extremely fortunate and truly grateful to work for a company that is dedicated to associate development and advancement. The food industry is filled with inspiring, hardworking and talented individuals around the world. We are stronger and more successful when we support and empower one another."**

MARISA CARRION | KEY ACCOUNT MANAGER - SALES

# COMMUNITY



Associates volunteering at the Asian Cultural Festival in Western New York.

## Cultivating Positive Impact in Our Communities

Our philanthropical approach is rooted in the beliefs of our late Founder, Robert E. Rich, Sr. At a time when he and his wife had little means, they quietly supported their neighbors in need in the Buffalo, New York area because they felt it was the right thing to do.

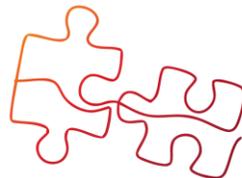
Over the past 80 years, our Founder's spirit of generosity has evolved into a focused, engaged approach to philanthropy. While addressing food insecurity is a natural priority for a food company, our giving knows no boundaries. From local neighborhoods to global communities, Rich's associates are empowered to identify opportunities and take action. What began as family-led giving has grown into a global culture of compassion, driven by associates who bring creativity, empathy and initiative to causes they care about.

Commitment to community reflects how we do business – with heart, integrity and a deep sense of responsibility to creating a lasting impact through the places where we live, work and source. By supporting passion and purpose for our communities with tangible resources – whether through time, talent or financial support – giving back is a central part of who we are.

**We are fully dedicated to the people, partnerships and projects that inspire us.**

We engage our associates, neighbors and partners, and together we collaborate to drive positive impact through connecting, convening and contributing.

## Rolling Up Our Sleeves in the Community



### Connecting

Whether it's a pair of hands or a set of wheels, our associate volunteers offer their time and talent to make a difference.

### Convening

From community board memberships to industry collaborations, our associates offer their abundant knowledge and expertise to build the bench strength of our community partners.

### Contributing

When financial support may be needed, there are two ways we provide support – through Better Our Communities and the Rich Family Foundation. Both options meet distinct needs within the communities where we live, work and source.

# CONNECTING

We want to share just a few community stories to demonstrate what happens when we unlock the power of people by connecting, convening and contributing.



## Sleeping on the Street to Raise Awareness of Housing Insecurity

To support efforts addressing housing insecurity, a team of Rich's UK Associates participated in the "Big Sleep Out," an overnight event designed to raise awareness and funds for those without stable housing. The experience offered a moment to reflect on the challenges faced by individuals who live with uncertainty about shelter and meals every day.

In addition to donating thousands of cases of product to FareShare of London, the Rich's UK sleepout team raised another 800 euros for the cause. They plan to continue their advocacy, including an upcoming fundraiser to support veterans experiencing housing insecurity.

[READ MORE ABOUT THIS PROJECT >](#)

## Rich's Volunteers Relieve Food Insecurity

Volunteerism is one of the key ways we connect with our communities. Rich's decades-long partnership with [FeedMore WNY](#) brings dignity and hope to neighbors across Western New York who are facing food insecurity through access to nutritious meals. The Rich Family Foundation recently granted \$1 million to support FeedMore WNY and expand its workforce training in food service and production.

In addition to food and financial donations from Rich's, our associate volunteers play a significant role in fulfilling FeedMore WNY's mission by sorting and boxing food. Rich's associates have delivered meals and companionship to homebound neighbors through FeedMore WNY's Adopt-A-Route program.



[READ MORE ABOUT THIS PROJECT >](#)

# CONVENING

## Serving Good Food for a Good Cause

Rich's and the Rich Family Foundation are committed to nourishing our neighbors who are experiencing food insecurity – and the need has never been greater. As a long-time ally of West Side Community Services (WSCS), an anchor organization in Western New York's fight against food insecurity, Rich's provides financial support, product donations and access to volunteers.

When WSCS embarked in 2025 on its second edition of West Side Chops, a cooking competition modeled after the popular TV series Chopped, Rich's proudly sponsored and participated in the contest. Using four ingredients commonly found on food pantry shelves – pinto beans, kale, oats and dried cherries – six chefs from corporate and non-profit sectors created signature dishes for guests to sample and vote on. The event raised more than **\$26,000** for Provisions 139, WSCS's market-style food pantry that provides quality, nutritious food, free of charge, to individuals and families in West Buffalo.

[READ MORE ABOUT THIS PROJECT >](#)



**"We are hoping and helping to make a difference. Any time we spend doing for others, feels good."**

STEPHEN RICH | RICH'S INNOVATION CENTER CHEF

# CONTRIBUTING

**GIVING**  
KITCHEN



**WE ARE A PROUD SPONSOR**  
**OF DINING WITH GRATITUDE**  
**TO SUPPORT FOOD SERVICE**  
**WORKERS IN NEED.**



## Ensuring Shelter and Warmth to Foodservice Workers in Need

Foodservice workers are essential to our industry, yet many face challenges meeting basic needs like housing, heat and water. Rich's is a proud supporter of [Giving Kitchen](#), a national non-profit organization that provides financial assistance and community resources to foodservice workers in crisis. Each September, Giving Kitchen's month-long "Dining with Gratitude" campaign raises awareness and funds for foodservice staff in need.

The Rich Family Foundation provided a \$30,000 grant that directly supports foodservice workers by covering either 25 months of housing, 200 power bills, 100 water bills or 600 gas bills. This donation aligns with our Generations of Good commitment to uplift people and communities and create a brighter future.

# CONTRIBUTING

## Local Roots, Global Reach: Giving Reflects Who We Are

Rich's believes that meaningful change starts at home. Since its founding, **Better Our Communities** has been a core value expressed through connecting, convening and contributing to the Western New York region where we are headquartered. Our philanthropic work through the Rich Family Foundation focuses on three key areas: **Arts & Culture, Education and Food Systems.**

HERE ARE SOME OF THE PROGRAMS THAT RECEIVE OUR TIME, TALENT AND FINANCIAL SUPPORT:



### Responding with Heart

Whether it's a natural disaster, a public health crisis or a local non-profit in need, Rich's responds with empathy, urgency and action. During national crises like the COVID-19 pandemic and California wildfires, we launched and supported campaigns such as [#TheGreatAmericanTakeout](#) and [#TheGreatAmericanDineout](#) to aid restaurant workers and small businesses. Through the Rich Family Foundation, we matched donations, funded relief grants and partnered with organizations like Children of Restaurant Employees (CORE) and the National Restaurant Association Educational Foundation (NRAEF).

[READ MORE ABOUT THIS PROJECT >](#)

### Say Yes to Education

Rich's associates play an active role in nurturing local youth through the [Say Yes to Education](#) program, which has helped raise graduation rates and increase college enrollment. As a funder and key partner, we participate in a pilot apprenticeship program and offer a one-to-one mentorship to students navigating college and career paths.



**Damiah Starks**  
Rich Products, R&D Lab Technician  
Apprentice Villa Maria College (Cohort 2)  
"My experience with the Say Yes HFA program has been truly life-changing. Through this program, I was able to earn my driver's license, gain access to career opportunities, and receive support toward attending college without the burden of debt. Say Yes connected me with Rich's, where I had the opportunity to explore my dream career in food science. This experience has really helped me grow and develop. I'm stepping confidently into my future."

[READ MORE ABOUT THIS PROJECT >](#)

# CONTRIBUTING

## Stitch Buffalo

Our partnership with Stitch Buffalo – an organization that teaches textile skills to women who are refugees and immigrants – helps artisans earn an income and build community. For nearly a decade, Rich’s has leased one of its buildings to Stitch Buffalo for just \$10 a year, providing space for both production and retail.



## Inspiring Future Foodservice Entrepreneurs

What began as a birthday gift honoring the innovative spirit of Rich’s late Founder, Robert E. Rich Sr., has become a legacy of giving that opens a world of opportunities for the next generation of culinary and foodservice leaders. Established in 2003, the **Robert E. Rich (RER) Aspiring Entrepreneurs Scholarship** is part of an annual scholarship program delivered through the National Restaurant Association Educational Foundation (NRAEF).

Over the past 20 years, Rich’s has awarded more than \$115,000 to over 35 students pursuing a post-secondary degree in the foodservice industry. Recipients from 2023 include an aspiring restaurateur studying Food Business Management at the Culinary Institute of America (CIA); a future chef majoring in Culinary Arts at Johnson & Wales University - Providence; and a Cornell University student whose mission is to give back to his community through the hospitality industry. These promising scholars demonstrate a commitment to people and planet, a love for the food system and a shared aspiration to positively impact our industry.

[READ MORE ABOUT THIS PROJECT >](#)





**RICH'S**®

# OUR JOURNEY CONTINUES

Thank you for reading Rich's 2025 Responsible Business Report.

This report marks an exciting milestone in our commitment to reduce our impact on the planet, elevate food for purpose and champion growth together.

We want to acknowledge and thank our 13,000+ associates worldwide for their individual and collective work to advance our responsible business efforts. We also want to express our sincere gratitude to our trusted suppliers, loyal customers and community partners who play a vital role in our success.

**We Invite You To Learn More**

[LEARN MORE ABOUT RICH'S >](#)