



*Rich Products  
Corporation  
headquarters  
Buffalo, NY*



*Mindy and Robert E. Rich Jr., vice chairman  
and chairman of Rich Products Corporation.*

# LOCAL NY PARTNER

## Rich Products Buffalo, NY

**Doing business with ASC  
since 2003.**

The story of Rich Products Corporation began in 1935, when Robert E. Rich was the owner and operator of Wilber Farms Dairy. While later serving as Michigan's war food administrator, Rich learned about unique research on soybeans being conducted at the George Washington Carver Institute.

In 1945, while investigating the use of soybeans as a vegetable-based replacement for whipped cream, Rich invented Rich's Whip Topping, the world's first frozen, non-dairy whipped topping. The landmark creation marked the birth of Rich Products Corporation.

From the success of its whipped topping, the young company turned its focus toward development of other revolutionary products, including frozen crème puffs, frozen éclairs and the product that would make Rich's a household name, Coffee Rich.

Today, Rich Products Corporation — headquartered in Buffalo, NY — is a global operation, with more than 50 locations spanning six continents. Rich's now produces more than 2,000 products sold in 112 countries around the globe. The company remains one of the largest family-owned, frozen-food manufacturers, with more than \$3.3 billion in annual sales.

"At Rich's, we believe that it's not just 'what we do' that is important, but also 'how we do it,'" the company says on its website, which also offers "The Rich Promise": "We will treat our customers, our associates and our communities the same way. Like family."