



December 21, 2021

Dear Valued Customer:

First, we want to extend our appreciation for your business and hope you know the importance of our commitment within the education channel. At this time we need to communicate an important message regarding our Rich's product line. Due to an upgraded and improved warehouse selection system and ongoing confusion between case sizes due to packaging we will transition to new case sizes and item numbers effective January 3rd. The specific items highlighted below will now be for a case of 96 per case. Pricing will be the same per unit and converted to new case price according to your current unit price. There will be no changes to the other items in the category.

Please reach out to customer service or myself if you have any questions.

Wishing you a Happy Holiday season!!

**K-12 School List
EFFECTIVE DATE: 1/3/2022
NEW ENGLAND ICE CREAM**

ITEM#	DESCRIPTION	units per case	former item#
NOVELTY SINGLE SERVE-RICH'S			
67005	Rich's Birthday Cake Cone 24ct	24	no changes
67006	Rich's LF WG Crunch Cone 24ct	24	no changes
67027	Rich's Sour Blue Rasp Cyclone 24ct	24	no changes
67029	Rich's Cherry Cyclone 24ct	24	no changes
97001	Rich's Fruit Punch Juice Bar 96ct	96	67001
97002	Rich's WG Chocolate Shortcake 96ct	96	67002
97003	Rich's WG Crumbled Cookie Bar 96ct	96	67003
97004	Rich's WG Strawberry Shortcake 96ct	96	67004
97008	Rich's Orange Cream Bar 96ct	96	67008
97012	Rich's WG Ice Cream Sandwich 96ct	96	67012
97017	Rich's Sour Swell Bar 96ct	96	67017
97019	Rich's Cotton Candy Juice Bar 96ct	96	67019
97024	Rich's Fudge Bar 96ct	96	67024
97035	Rich's Rainbow Polar Pole 96ct	96	67035

Best regards,

Kim Imbornone
VP of Sales
kimbornone@neicc.com

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EFFECTIVE DATE: 1/3/2022
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NOVELTY SINGLE SERVE-RICH'S			
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67029	Rich's Cherry Cyclone 24ct	24	no changes
97001	Rich's Fruit Punch Juice Bar 96ct	96	67001
97002	Rich's WG Chocolate Shortcake 96ct	96	67002
97003	Rich's WG Crumbled Cookie Bar 96ct	96	67003
97004	Rich's WG Strawberry Shortcake 96ct	96	67004
97008	Rich's Orange Cream Bar 96ct	96	67008
97012	Rich's WG Ice Cream Sandwich 96ct	96	67012
97017	Rich's Sour Swell Bar 96ct	96	67017
97019	Rich's Cotton Candy Juice Bar 96ct	96	67019
97024	Rich's Fudge Bar 96ct	96	67024
97035	Rich's Rainbow Polar Pole 96ct	96	67035