



Richester

CATALOG
CATÁLOGO



Richester



About US

With more than 40 years of history, Richester it is a reference in the biscuits market segment, the brand has a wide portfolio of products. The line of products composed by Amori, Escureto, Gold Class, Superiore and Animados Zoo have more than 70 products, among pastas, biscuits, wafers, cookies, mini-cakes and lamens. Richester its currently present in Brazil and on all 5 continents. Richester invests in the quality of its products, developing indulgence and appetite appeal strategy focused on children, youth and adult segment.

Richester is one of M Dias Branco major brands, the group is, accordingly to Euromonitor's world ranking, the sixth biggest company in pasta and the seventh in biscuits and it is also the Brazilian leader in biscuits and pasta. Currently employs about 20 thousand employees in plants and mills, which are strategically located in different regions of Brazil. M.Dias Branco currently exports its products to more than 35 countries on all 5 continents.

Sobre Nosotros

Con más de 40 años de mercado y referencia en el segmento de galletas, Richester integra el portafolio de marcas de M. Dias Branco S.A. Industria y Comercio de Alimentos. Con las líneas Amori, Escureto, Gold Glass, Superiore y Animados Zoo, posee más de 70 artículos, entre galletas dulces y saladas, rellenas, galletas con cobertura, obleas, budines, obleas cubiertas con chocolate con leche, además de fideos instantáneos y espagueti. Comercializada en todo Brasil y presente en los 5 continentes, Richester invierte en la calidad de sus productos y en la estrategia de indulgencia y appetite appeal, dirigida al público infantil, joven e adulto.

Richester es una de las principales marcas de M Dias Branco, Grupo líder de mercado en galletas y pastas en Brasil (fuente Nielsen), y la sexta mayor empresa de pastas y la séptima de galletas en el ranking global por facturación (fuente Euromonitor). Empleando aproximadamente 20 mil empleados en las plantas fabriles y molinos estratégicamente ubicados en diferentes regiones de Brasil, actualmente M Dias Branco exporta sus productos a más de 30 países en todos los continentes.

Sobre Nós

Com mais de 40 anos de mercado e referência no segmento de biscoitos. Com as linhas Amori, Escureto, Gold Glass, Superiore e Animados Zoo, possui mais de 70 itens, entre biscoitos, recheados, wafers, bolinhos, além de macarrão instantâneo e spaghetti. A marca está presente no Brasil e em todos os 5 continentes. A Richester investe na qualidade de seus produtos e na estratégia de indulgência e de appetite appeal, voltada ao público infantil, jovem e adulto.

Richester é uma das principais marcas da M Dias Branco, Grupo líder de mercado em biscoitos e massas no Brasil (fonte Nielsen), e a sexta maior empresa de massas e a sétima de biscoitos no ranking global por faturamento (fonte Euromonitor). Empregando aproximadamente 20 mil colaboradores em plantas fabris e moinhos estrategicamente localizadas em diferentes regiões do Brasil, atualmente a M Dias Branco exporta seus produtos para mais de 35 países em todos os continentes.

CRACKERS



SUPERIORE CRACKER 20 x 400g

EAN 7891152301182
COD 330118

SUPERIORE CREAM CRACKER 20 x 400g

EAN 7891152301052
COD 330105



CREAM CRACKER 20 x 400g

EAN 7891152301199
COD 330119

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Caixas/20'	Cases/40' HC Caixas/40' HC	Shelf Life Validade
400g	20 x 400g 8,00 kg 17,64 lb	8,45 kg 18,63 lb	0,03452 m³	19053100	860	1990	12 months/meses

CRACKERS



SUPERIORE CRACKER 30 x 200g

EAN 7891152110333
COD 311033



SUPERIORE CREAM CRACKER 30 x 200g

EAN 7891152110128
COD 311012

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
200g	30 x 200g	6,00 kg 13,23 lb	6,33 kg 13,95 lb	0,02401 m³	19053100	1230 2870	12 months/meses

CLASSIC BISCUITS

GALLETAS CLASICAS • BISCOITOS CLÁSSICOS



MAIZENA 30 x 200g

MAICENA
EAN 7891152110166
COD 311016



MAIZENA 20 x 400g

MAICENA
EAN 7891152301175
COD 330117

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
200g	30 x 200g	6,00 kg 13,23 lb	6,54 kg 14,42 lb	0,02130 m³	19053100	1430 3330	12 months/meses
400g	20 x 400g	8,00 kg 17,64 lb	8,57 kg 18,89 lb	0,02706 m³	19053100	1110 2590	12 months/meses



MARIA 20 x 400g

EAN 7891152301168
COD 330116

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
400g	20 x 400g	8,00 kg 17,64 lb	8,57 kg 19,47 lb	0,03187 m³	19053100	880 2040	12 months/meses

SALTED BISCUITS

GALLETAS SALADAS • BISCOITOS SALGADOS

**GOLD
CLASS**



TRADITIONAL 36 x 156g

TRADICIONAL
EAN 7891152302042
COD 330204



CHEESE 36 x 156g

QUESO • QUEIJO
EAN 7891152302073
COD 33207



WHOLE WHEAT 36 x 156g

INTEGRAL
EAN 7891152302066
COD 330206

Pc x Gr	Net Weight <i>Peso Neto/Líquido</i>		Gross Weight <i>Peso Bruto</i>		Volume <i>Volumen</i>	Harmonized Code <i>(NCM/SH)</i>	Cases/20' <i>Cajas/20'</i>	Cases/40' HC <i>Cajas/40' HC</i>	Shelf Life <i>Validez</i>
156g	36 x 156g	5,62 kg 12,38 lb	6,13 kg 13,51 lb		0,02396 m³	19053100	1240	2870	12 months/meses

BUTTERY BISCUITS

GALLETAS MANTECADAS • BISCOITOS AMANTEIGADO



MILK 30 x 150g

LECHE • LEITE

EAN 7891152341669

COD 334165



MILK 2 x 20 x 30g

LECHE • LEITE

EAN 7891152341713

COD 334170



MILK 20 x 100g

LECHE • LEITE

EAN 7891152341102

COD 334110

CHOCOLATE 20 x 100g

EAN 7891152341010

COD 334101



Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
150g	30 x 150g 4.50 kg 9.92 lb	4.73 kg 10.43 lb	0,01118 m³	19053100	2650	5530	12 months/meses
30g	2 x 20 x 30g 1.80 kg 3.97 lb	2,10 kg 4.63 lb	0,00703 m³	19053100	4220	9800	12 months/meses
100g	20 x 100g 2.00 kg 4.41 lb	2.45 kg 5.40 lb	0,001911 m³	19053100	1550	3610	12 months/meses

BUTTERY BISCUITS

GALLETAS MANTECADAS • BISCOITOS AMANTEIGADOS



DELÍCIA COCONUT 30 x 140g

COCO
EAN 7891152300956
COD 330095



DELÍCIA MILK 30 x 140g

LECHE • LEITE
EAN 7891152300963
COD 330096



DELÍCIA "QUEIJADINHA" 30 x 140g

EAN 7891152300987
COD 330098

Pc x Gr	Net Weight <i>Peso Neto/Líquido</i>		Gross Weight <i>Peso Bruto</i>		Volume <i>Volumen</i>	Harmonized Code <i>(NCM/SH)</i>	Cases/20' <i>Cajas/20'</i>	Cases/40' HC <i>Cajas/40' HC</i>	Shelf Life <i>Validade</i>
140g	30 x 140g	4,20 kg 9,26 lb	4,42 kg 9,75 lb	0,01264 m³	19053100	2350	5450	12 months/meses	

CHOCOLATE COVERED WAFERS

OBLEAS BAÑADAS DE CHOCOLATE • WAFERS COBERTOS DE CHOCOLATE



AMORI LANCHESTER 8 x 20 x 20g

EAN 7891152300178
COD 330021



AMORI 1000 CHOCOLATE 8 x 20 x 20g

EAN 7891152304916
COD 330022



ANIMADOS ZOO CHOCOWAFER 30 x 126g

EAN 7891152341317
COD 334131

Pc x Gr	Net Weight <i>Peso Neto/Líquido</i>		Gross Weight <i>Peso Bruto</i>		Volume <i>Volumen</i>	Harmonized Code <i>(NCM/SH)</i>	Cases/20' <i>Cajas/20'</i> <i>Caixas/20'</i>	Cases/40'HC <i>Cajas/40'HC</i> <i>Caixas/40'HC</i>	Shelf Life <i>Validade</i>
20g	8 x 20 x 20g	3,20 kg 7,05 lb	4,89 kg 10,78 lb	0,01257 m³	19053200	2880	5300	12 months/meses	
126g	30 x 126g	3,78 kg 8,33 lb	4,38 kg 9,65 lb	0,01126 m³	19053200	2630	5980	8 months/meses	

CHOCOLATE COVERED COOKIES

GALLETAS BAÑADAS DE CHOCOLATE • BISCOITOS COBERTOS DE CHOCOLATE



ANIMADOS ZOO COOKIES 2 x 20 x 40g

EAN 7891152341751
COD 334175



AMORI KROKITOS 40 x 80g

EAN 7891152300116
COD 330011

	Pc x Gr	Net Weight <i>Peso Neto/Líquido</i>		Gross Weight <i>Peso Bruto</i>		Volume <i>Volumen</i>	Harmonized Code (NCM/SH)	Cases/20* <i>Cajas/20* Caixas/20*</i>	Cases/40* HC <i>Cajas/40* HC Caixas/40* HC</i>	Shelf Life <i>Validade</i>
40g	2 x 20 x 40g	1,60 kg	3,53 lb	2,20 kg	4,86 lb	0,01888 m³	19053100	1570	3650	12 months/meses
80g	40 x 80g	3,20 kg	7,05 lb	3,46 kg	7,63 lb	0,01478 m³	19053100	2000	4660	12 months/meses

SANDWICH COOKIES

RELLENAS • RECHEADOS

Amori



CHOCOLATE 30 x 140g

EAN 7891152300512
COD 330051



STRAWBERRY 30 x 140g

FRESA/FRUTILLA • MORANGO
EAN 7891152300536
COD 330053



WHITE CHOCOLATE 30 x 140g

CHOCOLATE BLANCO • BRANCO
EAN 7891152300543
COD 330054



CHOCOLATE W/ CHERRY 30 x 140g

CHOCOLATE C/ CEREZA • FLORESTA NEGRA
EAN 7891152300550
COD 330055



CHOCOLATE CHIPS 140g

GRANIZADO DE CHOCOLATE • FLOCOS
EAN 7891152300598
COD 330059

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
140g	30 x 140g	4,20 kg 9,26 lb	4,41 kg 9,72 lb	0,01167 m³	19053100	2540 5900	12 months/meses

SANDWICH COOKIES

RELLENAS • RECHEADOS

Amori



CHOCOLATE 48 x 60g

EAN 7891152300710
COD 330571



STRAWBERRY 48 x 60g

FRESA/FRUTILLA • MORANGO

EAN 7891152300734
COD 330573



WHITE CHOCOLATE 48 x 60g

CHOCOLATE BLANCO • BRANCO

EAN 7891152300741
COD 330574

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
60g	48 x 60g 2,88 kg 6,35 lb	3,09 kg 6,81 lb	0,01006 m³	19053100	2950	6850	12 months/meses

SANDWICH COOKIES

RELLENAS • RECHEADOS



STRAWBERRY 30 x 130g

FRESA / FRUTILLA • MORANGO

EAN 7891152340419

COD 334051



CHOCOLATE 30 x 130g

EAN 7891152340433

COD 334053



STRAWBERRY 48 x 40g

FRESA / FRUTILLA • MORANGO

EAN 7891152800135

COD 330080



CHOCOLATE 48 x 40g

EAN 7891152800128

COD 330077

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40'HC Cajas/40'HC	Shelf Life Validade
130g	30 x 130g	3,90 kg 8,60 lb	4,17 kg 9,19 lb	0,00983 m³	19053100	3020	12 months/meses
40g	48 x 40g	1,92 kg 4,23 lb	2,12 kg 4,67 lb	0,00679 m³	19053100	4370	12 months/meses

TARTLETS

TORTITAS • TORTINHAS

Amori



CHOCOLATE 30 x 150g

EAN 7891152302714
COD 330271



STRAWBERRY 30 x 150g

FRESA/FRUTILLA • MORANGO

EAN 7891152302738
COD 330273



LIME 30 x 150g

LIMÓN • LIMÃO

EAN 7891152302721
COD 330272



"BRIGADEIRO" 30 x 150g

EAN 7891152302783
COD 330278

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
150g	30 x 150g	4,50 kg 9,92 lb	5,04 kg 11,11 lb	0,01199 m³	19053100	2660 5610	12 months/meses

WAFERS

OBLEAS

Amori



CHOCOLATE 40 x 120g

EAN 7891152300314
COD 330031



STRAWBERRY 40 x 120g

FRESA/FRUTILLA • MORANGO

EAN 7891152300338
COD 330033



LIME 40 x 120g

LIMÓN • LIMÃO

EAN 7891152300321
COD 330032

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
120g	40 x 120g	4,80 kg 10,58 lb	5,24 kg 11,55 lb	0,01937 m³	19053200	1530 3560	12 months/meses

WAFERS

OBLEAS

Amori



WHITE CHOCOLATE 40 x 120g

CHOCOLATE BLANCO • BRANCO

EAN 7891152300345

COD 330034



COCONUT 40 x 120g

COCO

EAN 7891152300390

COD 330039

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
120g	40 x 120g	4,80 kg 10,58 lb	5,24 kg 11,55 lb	0,01937 m³	19053200	1530 3560	12 months/meses

WAFERS

OBLEAS



CHOCOLATE 2 x 20 x 30g

EAN 7891152340211

COD 330024



STRAWBERRY 2 x 20 x 30g

FRESA/FRUTILLA • MORANGO

EAN 7891152340235

COD 330025



WHITE CHOCOLATE 2 x 20 x 30g

CHOCOLATE BLANCO • BRANCO

EAN 7891152340259

COD 330027

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40' HC Cajas/40' HC Caixas/40' HC	Shelf Life Validade
30g	2 x 20 x 30g	1,20 kg 2,65 lb	1,43 kg 3,15 lb	0,00787 m³	19053200	3750 8750	12 months/meses

MINI CAKES

BUDIN • BOLINHOS



VANILLA W/ CHOCOLATE 6 x 12 x 40g

VAINILLA C/ CHOCOLATE • BAUNILHA COM CHOCOLATE

EAN 7891152342017

COD 330028



VANILLA W/ STRAWBERRY 6 x 12 x 40g

VAINILLA C/ FRESA/FRUTILLA • BAUNILHA COM MORANGO

EAN 7891152342031

COD 330029



CHOCOLATE W/ CHOCOLATE 6 x 12 x 40g

CHOCOLATE C/ CHOCOLATE

EAN 7891152342116

COD 330030



"BRIGADEIRO" W/ CHOCOLATE 6 x 12 x 40g

"BRIGADEIRO" C/ CHOCOLATE

EAN 7891152342123

COD 330037

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20' Caixas/20'	Cases/40'HC Cajas/40'HC Caixas/40'HC	Shelf Life Validade
40g	6 x 12 x 40g 2,88 kg 6,35 lb	3,81 kg 8,41 lb	0,01709 m³	19059090	1570	3650	8 months/meses

CHOCOLATE CHIPS COOKIES

Amori



VANILLA 6 x 12 x 60g

VAINILLA • BAUNILHA

EAN 7891152306064

COD 330052



CHOCOLATE 6 x 12 x 60g

EAN 7891152306019

COD 330050



VANILLA 6 x 12 x 40g

VAINILLA • BAUNILHA

EAN 7891152305968

COD 330060



CHOCOLATE 6 x 12 x 40g

EAN 7891152305913

COD 330057

	Pc x Gr	Net Weight Peso Neto/Líquido		Gross Weight Peso Bruto		Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
60g	6 x 12 x 60g	4,32 kg	6,35 lb	5,34 kg	11,77 lb	0,01936 m³	19053100	1530	3560	12 months/meses
40g	6 x 12 x 40g	2,88 kg	6,35 lb	3,80 kg	8,38 lb	0,01936 m³	19053100	1530	3560	12 months/meses



CHOCOLATE 24 x 60g

EAN 7891152305111

COD 330511

VANILLA 24 x 60g

VAINILLA • BAUNILHA

EAN 7891152305166

COD 330516



	Pc x Gr	Net Weight Peso Neto/Líquido		Gross Weight Peso Bruto		Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
60g	24 x 60g	1,44 kg	3,17 lb	1,79 kg	3,93 lb	0,01304 m³	19053100	2270	5280	12 months/meses

SANDWICH COOKIES

RELLENAS • RECHEADOS

Escureto



VANILLA 30 x 140g

VAINILLA • BAUNILHA

EAN 7891152300567

COD 330056



VANILLA 48 x 60g

VAINILLA • BAUNILHA

EAN 7891152300765

COD 330576



VANILLA DOUBLE FILLING 42 x 80g

VAINILLA DOBLE RELLENO • BAUNILHA DUPLO RECHEIO

EAN 7891152305661

COD 330566

	Pc x Gr	Net Weight Peso Neto/Líquido		Gross Weight Peso Bruto		Volume Volumen	Code (NCM/SH)	Cajas/20' Caixas/20'	Cajas/40' HC Caixas/40' HC	Shelf Life Validade
140g	30 x 140g	4,20 kg	9,26 lb	4,41 kg	9,72 lb	0,01167 m³	19053100	2540	5900	12 months/meses
60g	48 x 60g	2,88 kg	6,35 lb	3,09kg	6,81 lb	0,01006 m³	19053100	2950	6850	12 months/meses
80g	42 x 80g	3,36 kg	7,41 lb	3,56 kg	7,86 lb	0,00957 m³	19053100	3100	7200	12 months/meses

WAFERS

OBLEAS



VANILLA 40 x 120g

VAINILLA • BAUNILHA

EAN 7891152300369

COD 330036

	Pc x Gr	Net Weight Peso Neto/Líquido		Gross Weight Peso Bruto		Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Caixas/20' Caixas/20'	Cases/40' HC Caixas/40' HC Caixas/40' HC	Shelf Life Validade
120g	40 x 120g	4,80 kg	10,58 lb	5,24 kg	11,55 lb	0,01937 m³	19053200	1530	3560	12 months/meses

RAMEN

LAMEN



BEEF 50 x 85g

CARNE

EAN 7891152315035

COD 331503



RUSTIC CHICKEN 50 x 85g

POLLO CAMPERO • GALINHA CAIPIRA

EAN 7891152315042

COD 331504



CHICKEN 50 x 85g

POLLO • GALINHA

EAN 7891152315097

COD 331509

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
85g	50 x 85g	4,25 kg 9,37 lb	4,59 kg 10,12 lb	0,02505 m³	19023000	1180 2750	8 months/meses

PASTA



SEMOLA SPAGHETTI 10 x 500g

SÊMOLA ESPAGUETE

EAN 7891152213010

COD 321301

Pc x Gr	Net Weight Peso Neto/Líquido	Gross Weight Peso Bruto	Volume Volumen	Harmonized Code (NCM/SH)	Cases/20' Cajas/20'	Cases/40' HC Cajas/40' HC	Shelf Life Validade
500g	10 x 500g	5,00 kg 11,02 lb	5,05 kg 11,12 lb	0,00504 m³	19021900	4280 5190	12 months/meses

POP & PROMOTIONAL MATERIAL

MATERIAL PDV & PROMOCIONAL



DISPLAY

DECORATIVE FILM
FILME DECORATIVO
PLÁSTICO DE FORRAÇÃO



T-SHIRT



CAP
GORRA
BONE



PRICE TAG
PRECIFICADOR



SHELF TALKER
CENEFA
CANTONEIRA





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