



Wrap. Roll. Top. Dip. Crunch.

**CLASSIC PITA FLATBREAD
CAN DO IT ALL**



Fresh, Flexible, Fantastic & Flat

DISCOVER THE CLASSIC PITA FLATBREAD

Crafted from a traditional recipe, Classic Pita Flatbread is soft and pliable making it ideal for wrapping around your favourite fillings or serving as a side to complement a variety of dishes. Enhanced with distinctive toast marks, they have that 'just-prepared' appearance.

From Mediterranean to Middle Eastern, Indian or just local, the Classic Pita Flatbread offers endless possibilities for fusion cuisine.

Baked to perfection, its light and fluffy texture serves as the perfect canvas for a variety of toppings and fillings. Whether you're looking to create savoury sandwiches, gourmet pizzas, or delectable appetisers, the Classic Pita Flatbread is the ideal choice for your menu.



Whats the difference?

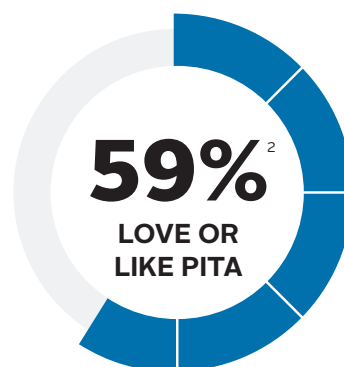
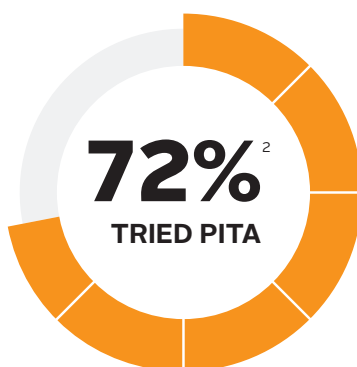
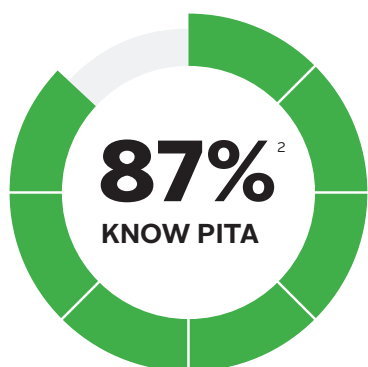
PITA POCKET VS PITA FLATBREAD

A pita pocket is a type of bread that can be split open to create a hollow space for fillings such as meat, vegetables, and sauces.

Unlike a pita pocket, which is designed to be stuffed, the Classic Pita Flatbread is exceptionally versatile, supple and excels when wrapped, folded, or sliced for serving with filling, meze or as dippers.

MARKET GROWTH & CONSUMER EXPERIENCE

The global Flatbread market is expected to reach \$70.7 billion by 2030 with an expected compound annual growth rate of 6.2% during 2023-2030.¹



¹ <https://www.datamintelligence.com/research-report/flatbread-market>

² DATASSENTIAL 2024

FEATURES & BENEFITS



QUALITY & FRESHNESS YOU CAN TASTE

Soft, pliable and frozen at the peak of perfection to seal in freshness and flavour.



VERSATILITY AT ITS BEST

Easily adaptable and seamlessly blends with various day part cuisines.



PROFITABILITY ON A PLATE

A canvas for cost effective creativity. Serve up portion sizes to maximize guest satisfaction and your profitability.



AUTHENTIC

Expertly charred for that just-made appearance, adding an artisan flair to your menu.



MENU ADAPTABILITY

A great alternative to conventional side breads, wraps or appetisers, the Classic Pita Flatbread is the ultimate culinary champion.



ULTIMATE CONVENIENCE

Perfectly baked and instantly frozen for ultimate freshness and convenience. Simply thaw, heat, prepare and serve.

Endless creative possibilities

THE PERFECT FUSION CUISINE ADDITION

The Classic Pita Flatbread promises quality, taste, and endless creative possibilities to elevate your menu and drive customer satisfaction.

Whether you're looking to add a new twist to traditional dishes or create innovative fusion cuisine, the Classic Pita Flatbread is the perfect choice for chefs who demand quality, consistency and taste.



Pita Thali Feast

Create a unique Thali experience with Classic Pita Flatbread to soak up every delectable flavour.



Ideal for frying. Elevate any salad with a crispy crunch that packs extra flavour!

Crispy Fattoush Salad (Fa-toosh)

Ingredients

- **2 Rich's Classic Pita Flatbreads**
- 380g Exotic tomatoes, halved
- 100g Radishes, thinly sliced
- 3 Lebanese or mini cucumbers (250g in total), peeled and chopped into 1.5cm dice
- 2 Spring onions, thinly sliced
- 15g Mint
- 25g Flat-leaf parsley, roughly chopped
- 1 Tbsp. dried mint
- 2 Garlic cloves, crushed
- 3 Tbsp lemon juice
- 60ml Olive oil, plus extra to drizzle
- 2 Tbsp. red wine vinegar
- ¾ Tsp. coarsely ground black pepper
- 1 ½ Tsp. salt
- 1 Tbsp. za'atar
- 1 Tbsp. sumac or more according to taste, to garnish

Method

1. Cut the Pita into bite-size pieces, deep-fry and place in a large mixing bowl.
2. Add the tomatoes, cucumbers, radishes, onions, mint and parsley to the bowl.
3. Mix the olive oil, lemon juice, garlic, dried mint, vinegar and pepper together to make a dressing. Add the dressing to the fattoush bowl and toss through.
4. Spoon the salad into serving bowls, drizzle with some olive oil and garnish generously with sumac and za'atar.

The perfect canvas for creating mouth-watering Fusion Cuisine.

Paprika Chicken Livers with Pita Bread

Ingredients

- 500g Chicken livers
- 1 Large onion, chopped
- 3 Bay leaves
- Fresh lemon juice from 1 lemon
- 1 ½ Tsp. cumin
- 1 Tsp. smoked paprika
- 1 Tsp. sweet paprika
- ¼ Tsp. chilli flakes
- **250 ml Versatié®**
- 2 Tbsp. red wine vinegar
- 1 Tin of whole peeled tomatoes
- Salt to taste
- 1 Tbsp. crushed garlic
- 1 Tbsp. olive oil
- 1 Tbsp. butter

To Serve

- **2 Rich's Classic Pita Flatbreads**

Method

1. Heat the olive oil and butter in a saucepan. Add the garlic and onion, sauté until translucent.
2. Add chicken livers, allow to slightly brown.
3. Add the spices and bay leaves. Continue to sauté for a few seconds. Then add the lemon juice and tomatoes.
4. Pour in the Versatié®, turn down the heat and allow to simmer for 15 minutes. Be careful not to overcook the livers.
5. Serve with toasted Classic Pita Flatbread.

Irresistible flavours are always enjoyed more with a hearty flatbread to soak up all the decadence.



Flavourful Hummus (hu-muhs)

Ingredients

- 600g Cooked or canned chickpeas
- 160g Tahini
- 20g Lemon zest
- 6 Cloves of roasted or raw garlic
- 60ml Lemon juice
- 30ml Olive oil
- 2 Blocks of ice
- 1-2 Tbsp. olive oil for topping

Method

1. Remove the husks that may be on your cooked or canned chickpeas.
2. Place the chickpeas, tahini, garlic and lemon juice in a food processor. Blend until smooth.
3. Add salt to taste and drop in the ice cubes.
4. Blend again until silky smooth and stir in the lemon zest.
5. Serve hummus topped with a drizzle of olive oil.

PRO TIP

Adding ice to Hummus allows for an extra creamy and vibrant paste

See page 8 for a Classic Tzatziki recipe!



“ Whatever the topping, filling or dip, allow Rich’s Classic Pita to bring the Pizazz! ”

Traditional Greek Gyros (Yee-Ro)

1 Prepare the Chicken or Calamari

Chicken

- 500g Chicken thigh pieces boneless and skinless

Chicken Marinade Ingredients

- 3 Large garlic cloves, finely chopped
- 1 Tbsp. red wine vinegar
- 3 Tbsp. lemon juice
- 1 Tsp. extra virgin olive oil
- 3 Tbsp. full fat yoghurt
- 1 ½ Tbsp. dried oregano
- 1 Tsp. salt
- Black pepper

Method

1. Combine the marinade ingredients in a bowl and mix. Add the chicken and massage to coat evenly.
2. Marinate the chicken for at least 2 hours but no more than 12 hours.
3. Preheat a grill or a frying pan, brush with oil.
4. Remove chicken from the marinade. Cook the chicken for 2 to 3 minutes on each side, until golden brown and cooked through (cooking time depends on size of chicken pieces).

Remove the chicken and place on a plate. Cover loosely with foil and allow to rest for 5 minutes before slicing.

Calamari

- 500g Falklands calamari, cleaned

Calamari Marinade Ingredients

- 3 Large garlic cloves, finely chopped
- 2 Tbsp. red wine vinegar
- 3 Tbsp. lemon juice
- 4 Tbsp. extra virgin olive oil
- 1 Tsp. smoked paprika
- 1 Tsp. sweet paprika
- 1 ½ Tbsp. dried oregano
- 1 Tsp. salt
- Black pepper

Method

1. Combine the marinade ingredients in a bowl and mix. Add the calamari and massage to coat evenly.
2. Marinate the calamari for no more than 2 hours.
3. Preheat a grill or a frying pan, brush with oil.
4. Remove calamari from marinade and cook over a high heat until the calamari turns just white (cooking time depends on type and size of calamari used)

2 Prepare a Classic Tzatziki (Sat-see-Kee)

Ingredients

- 2 Cucumbers (to make about ½ – ¾ cup grated cucumber after squeezing out juice)
- 500g Full fat Greek yoghurt
- 1 Tbsp. lemon juice
- 1 Tbsp. extra virgin olive oil
- 1 Garlic clove, minced
- 80g Mint, chopped
- ¼ Tsp salt
- Black pepper

Method

1. Slice the cucumber in half lengthwise. Use a teaspoon to remove the watery seeds and coarsely grate the cucumber using a box grater. Wrap in paper towels or a tea towel and squeeze to remove any excess liquid.
2. Place the yoghurt in a muslin cloth over a bowl and allow some of the liquid to drain off. This takes about 20 minutes.
3. Place cucumber and yoghurt in a bowl. Add remaining ingredients then mix to combine. Set aside for at least 20 minutes for the flavours to meld.



3 Make the salad

Ingredients

- 250g Exotic cocktail tomatoes
- Large cucumber, diced and deseeded
- ½ Red onion peeled and finely chopped
- ¼ Cup fresh parsley (optional)
- Salt and pepper to season

Method

1. Combine all the ingredients in a bowl.

4 Assemble the Gyros

To Serve

- 4 to 6 Rich's Classic Pita Flatbreads

Method

1. Warm the Rich's Classic Pita Flatbread on the grill pan and place on baking paper or foil.
2. Place some salad down the middle of the pita, then top with hot calamari or chicken and tzatziki.
3. Roll or wrap the Gyro as desired and serve with our choice of side.



ALSO AVAILABLE
IN A 70g OVAL OPTION



The perfect canvas
endless possibilities!



ALSO AVAILABLE IN
A 70g OVAL OPTION



PRODUCT INFORMATION

Product code	Description	Case count	Unit mass
23939	Rich's Pita Flatbread Round	8 X 12 units	100g
24146	Rich's Pita Flatbread Oval	12 X 10 units	70g

SHELF LIFE: 8 Months frozen, unopened | 5 Days ambient, sealed

