

# BUTTERBALL® FARMS, INC.

*Imagine Butter Differently™*

## PRESS RELEASE

For Immediate Release

## CONTACT INFORMATION:

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### INTRODUCING: QUIK-CREATIONS™ *ALL-NATURAL* BUTTER SAUCE

(Grand Rapids, MI, March 18, 2016)—Butterball® Farms, Inc. announces the introduction of Quik-Creations™ *All-Natural* Butter Sauce. Our new butter sauce reflects the fact that eating all natural foods is the preferred option for many Americans today. It consists of all natural ingredients—there is nothing you can't pronounce or spell on our clean label! We've taken our butter know-how and developed an *All-Natural* Butter Sauce that is unbeatable in flavor, versatility and simplicity.

When customers taste it, they won't be disappointed, because Quik-Creations™ *All-Natural* Butter Sauce maintains all of the attributes of our former butter sauce. It is still as delicious, versatile, and durable as before, without the addition of highly processed ingredients.

#### Quik-Creations™ *All-Natural* Butter Sauce:

- Made with real, creamery butter **and simple, clean ingredients**
- Ready-To-Use
- Offers a neutral flavor profile that readily accepts flavor components for on-site customization
- Stores frozen and slacks quickly
- Is unbreakable and holds up through multiple heat/chill cycles, reducing product waste
- Can be used in multiple applications during any day part
- Now comes in an attractive full color 2 lb. poly pouch, packed 8 per case

If you would like more information, please call us at **888.8BUTTER!**