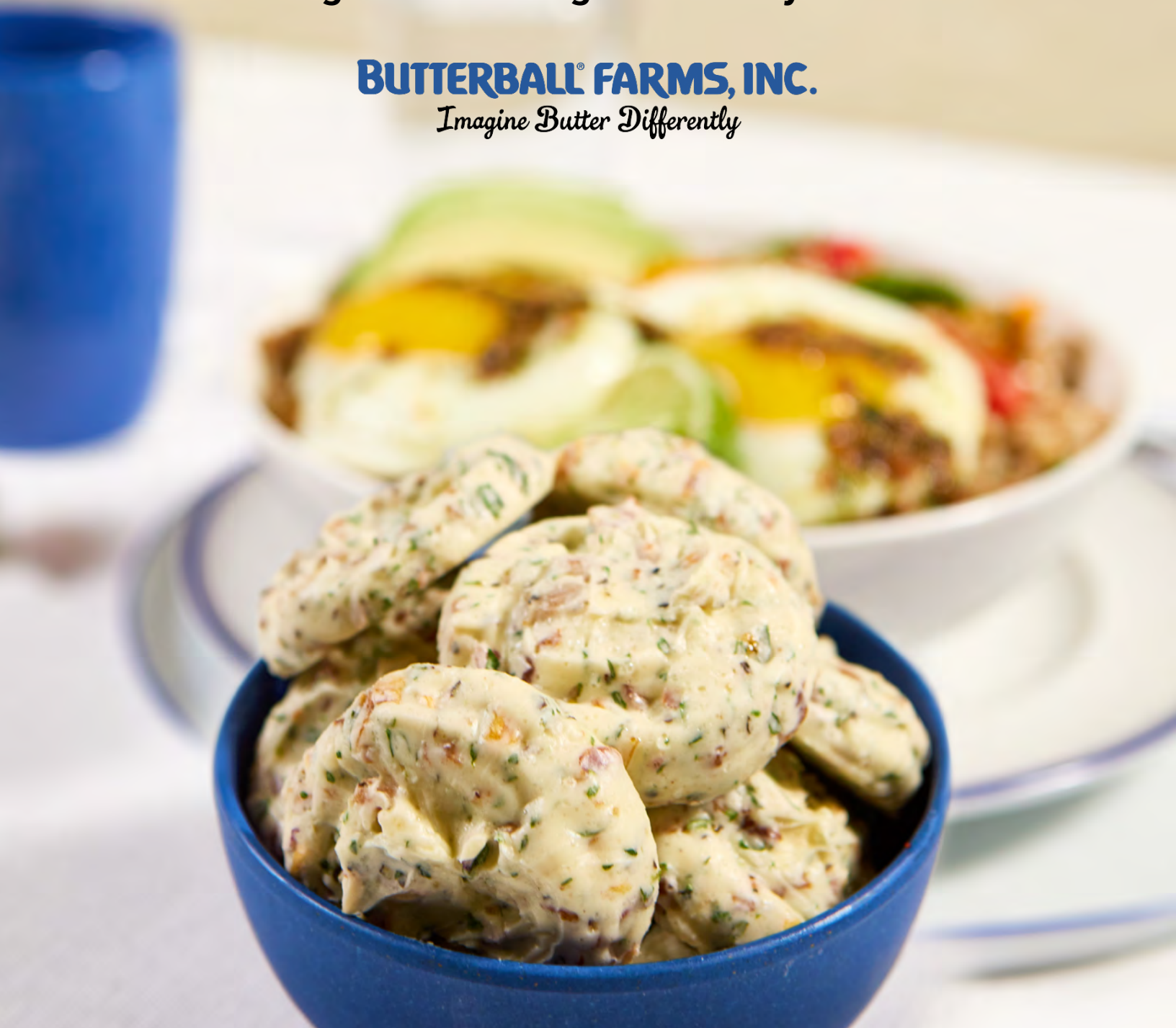


2022 Flavor Guide

Insights for Boosting Craveworthy Flavor

BUTTERBALL® FARMS, INC.

Imagine Butter Differently



Shaped Butters • Flavored Dollops • Sauces • Spreads • Flavored Mayos • Plant-Based Gravies • Glazes • Butter Sauces • Marinades • Enrobing Sauces • Flavored Cream Cheese



Fruit & Waffles with Butter Balls & Honey Cinnamon Butter Spread

On the Cutting Edge of Flavor

Innovation and Inspiration

From embossed roses to flavored dollops, Butterball® Farms has been on the cutting edge of premium, specialty, quality butter for more than six decades.

Today, Butterball Farms also offers sauces, cheeses, gravies, marinades, and more for national CPG brands, retailers, and restaurant chains. Our talented veterans in the science of flavor work closely with our customers to develop innovative custom butter products for front of house and back of house.

When you partner with us, you'll have access to our in-house team of experts who will work closely with you through every step of the development process from day 1. We take you from concept to full-scale production quickly with on-point flavor solutions and expertise in unique ingredient formulations.

Let's make your desired flavor a reality. Team up with Butterball Farms to be on the cutting edge of crave-worthy flavor with innovations that ensure consistency and customer satisfaction, while increasing average price and margin.

Next-Gen Plant-Based & Vegan Flavor

For consumers who are seeking a more environmentally friendly way to eat, flavor is the most important factor. In a recent study, 44% of respondents said they don't like the way plant-based foods taste.*

So while the plant-based and vegan food movements continue to gain momentum, food experts are scrambling to ensure they don't sacrifice taste as they

develop new products. Add-ons like flavored plant-based "butter" can make all the difference.

Butterball Farms makes plant-based sauces, spreads, and dollops, which are an ideal way to enhance the flavor of other foods, especially when augmented with healthier ingredients like turmeric, mustard, ginger, or seeds such as sunflower, flax, or chia.

*Food Ingredients First

Vegan Options are Expanding

MENTIONS OF "VEGAN" ON U.S. MENUS ARE UP NEARLY **100%** OVER THE PAST FOUR YEARS.*

From "meat" made with fungus to "seafood" made with carrots, vegan options are becoming more and more readily available.**

Mycoprotein, a sustainable protein made from a fungus related to mushrooms, is often used to make faux chicken and meat with similar taste and texture to the real thing. And animal-free dairy, made by fermenting dairy in a lab, allows vegans to enjoy dairy-equivalent products without animals being involved.

To satisfy the growing numbers of consumers looking for vegan options, restaurants are beginning to add and label vegan items on their menus. In addition, fine-dining chefs are expected to offer more plant-based options at the center of the plate, rather than meat.***

*Datassential, 2022
**The Beet, 2022
***Business Insider, 2022



Plant-Based Foods are on Fire

PLANT-BASED FOODS ARE UP **2770%** ON MENUS SINCE 2017.*

Plant-based eating has grown so much over the past 2-3 years that it's now considered a food revolution.** This includes innovation in foods, beverages, and ingredients, inspired by increased interest in clean eating, sustainability, and ethics.

A recent survey found that 33% of consumers prefer food from an animal source, 18% prefer plant-based foods only, and 28% prefer a combination.** Restaurants and CPG manufacturers can please customers by offering plant-based marinades, broths, and enrobing sauces.

Plant-Based Applications on Menus*

Application	Share of Total Incidences
Burgers	34%
Mexican Entrées	7.8%
Hot Sandwiches	7%
Blended Drinks	6.4%
Combos/Multi Proteins	4.8%
Protein Sides	3.8%

*Datassential, 2022
**Innova Market Insights, 2021





Steak, Asparagus, and Potatoes with Butter Rose

The Return To Elegant Dining

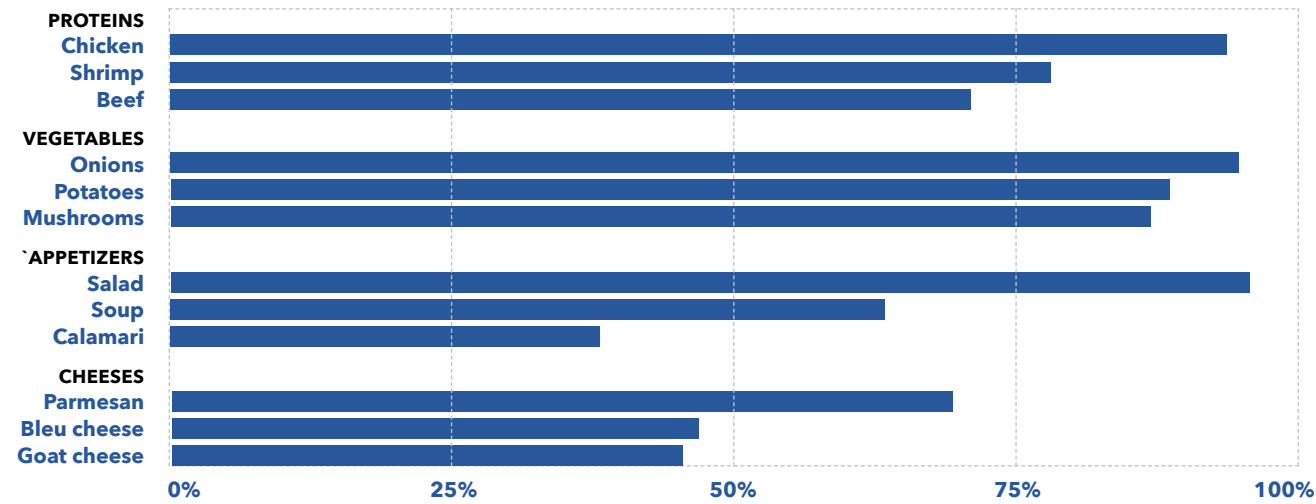
Restaurant industry sales fell by \$240 billion to \$659 billion in 2020, and over 110,000 locations closed, either temporarily or permanently.* This had long-reaching impact on fine-dining operations, special events, conventions, travel, resorts, and catering.

While the pandemic continues to make changes in the food industry unpredictable, experts say there’s hope for

an upswing in 2022. As of late 2021, consumers were starting to return to fine-dining establishments, especially to celebrate birthdays, engagements, and the like.

As labor shortages continue, however, restaurants are simplifying menus. Butterball® Farms versatile butter sauces and flavored butters work across menu dayparts to add craveable flavor while saving time in the kitchen.

Top Menu Items in Fine Dining**



*National Restaurant Association, 2021
**Datassential, 2022

Fine Dining is Sticking Around

12.5% OF CONSUMERS PREFER TO ORDER FROM A FINE-DINING RESTAURANT AT LEAST ONCE A WEEK.*

The prepandemic markers of fine dining, like hushed dining rooms and white tablecloths, are being done away with in favor of thoughtful experiences that still emphasize quality service and food, but with less pretense.**

This means that the smallest details will make a big impact. Butterball Farms butter balls, flavored finishing butter, and

embossed butter roses allow fine-dining establishments to differentiate themselves with details that make a difference. These options also allow for better portion control, lessening waste and saving money.

*Deloitte, 2022
**Resy National, 2022

Add Value with Butterball Farms

Butterball Farms Product	Application	Segment
Butter Balls	Cooking, Spreading, Topping	Midscale, Casual, Fine Dining
Embossed Butter Roses	Spreading, Topping	Midscale, Fine Dining
Flavored Butter PCs	Spreading	Casual, Midscale
Flavored Dollops	Cooking, Finishing	Midscale, Fine Dining
Butter Sauces	Cooking, Finishing	Midscale, Fine Dining



Salad with Butter Rose

Big Breakfast Blowout

With more people working from home, a heartier breakfast has taken center stage. This means more eggs, more bacon, and more pastries rather than a quick bowl of cereal or yogurt.**

But it's not just at home - consumers are getting back into the groove of enjoying breakfast at dine-in restaurants, picking up takeout, utilizing drive-thrus, and even catering for those who have returned to the office.



Breakfast Bowl with Suiza Sauce Dollop



Mexican Corn Hash with Egg and Chile Lime Dollop

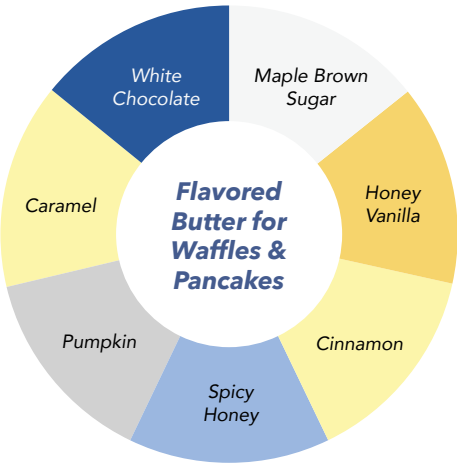
Morning Meals are Growing

EGGS ARE BY FAR THE MOST COMMON BREAKFAST FOOD – THEY'RE ON **93.9%** OF BREAKFAST MENUS.*

The top three breakfast trends for 2022, as reported by the National Restaurant Association, are:

- Nontraditional breakfast proteins. Chorizo, for example, is on 27.3% of breakfast menus, up 3.5% over the past four years. While vegetarian sausage is currently on only 1.4% of breakfast menus, it's clearly on the rise - up 94.8% over the past four years.*
- Plant-based breakfast sandwiches. Popular ingredients include non-dairy cheese, vegan bacon, and plant-based egg substitutes.
- Egg-based breakfast bowls. These can feature scrambled eggs on a bed of lettuce for a healthier option, or atop potatoes for a more filling choice.

*Datassential, 2022
**Waitrose, 2021



Fruit & Waffles with Butter Balls & Honey Cinnamon Butter Spread

Latin Comfort

While Latin foods encompass a world of different flavors, Mexican is by far the most popular. There are currently 49,286 Mexican restaurants in the U.S., up 2.8% from the prior year.*

These days, consumers on the lookout for new global flavors are proving to be more adventurous when going out for Mexican food. They are showing interest in authentic foods like birria (braised lamb or goat with a variety of chile peppers), from the state of Jalisco in Mexico.

Classic Mexican foods like quesadillas (on 21.2% of Mexican menus), empanadas (2.8%), and street corn/elote (2.9%) that are at the heart of Latin fare have handheld appeal among consumers due to their portability.**

Tajín, a Mexican sauce made of chile, lime, and salt, is gaining traction on U.S. menus, up 348%** over the past four years. It features a bright, citrusy taste with just a bit of heat, making it perfect for a variety of uses in foods and beverages.

Flavors with a South of the Border Twist

Butter and sauces infused with Mexican-inspired flavors add global flair to lots of different foods.

Flavor	Application
Chile Lime Cilantro	Chicken, pasta, vegetables, rice, shrimp
Chipotle Lime	Fish, potatoes, vegetables
Suiza Enchilada	Chicken, pasta, pork, rice
Jalapeño Lime	Steak, chicken, fish, shrimp
Chimichurri	Steak, chicken, seafood, vegetables, rice
Baja	Shrimp, chicken, pork, steak, potatoes
Ancho Pepper	Chicken, potatoes, vegetables, rice
Chipotle Ranch	Chicken, Seafood, vegetables

*IBISWorld, 2022
**Datassential, 2022



Empanadas with Jalapeño Lime Sauce



Pork and Corn with Chimichurri



Loaded Waffle Fries with Bacon Cheddar Dollops

Regional Twists to Comfort Foods

FRIES ARE ONE OF THE MOST POPULAR COMFORT FOODS, SHOWING UP ON **59.5%** OF MENUS.*

As a cornerstone for craveability, comfort foods are unrivaled. People tend to look for the familiar and comforting in tough times, and food is the easiest way to find it. Typically, comfort foods are carb-heavy and give us a sense of nostalgia.

Among the most popular comfort foods are pasta, potatoes, and cheese. In 2022, foodservice operators are looking to add a bit of flair to these familiar foods, often with a regional twist.

Loaded Fries

Fries are the most popular comfort food and still climbing, up 68% since 2017.* Loaded fries have the added draw of cheese, plus bacon, ranch dressing, and scallions. But fries are a great foundation for giving consumers a touch of unique regional flavor as well, such as a locally famous barbecue sauce in the South, spicy chorizo in the Southwest, or fresh lobster in the Northeast.

*Datassential, 2022

Trending Fries	Butter Flavor Additions
Tots (7.0%*, +39.4%**)	Garlic butter
Cajun fries (1.1%*, +19.8%**)	Parmesan butter
Waffle fries (2.6%*, +19.3%**)	Truffle butter
Curly fries (2.5%*, +17.1%**)	Nashville hot butter
Chili cheese fries (3.6%*, +2.3%**)	Cajun butter

*Datassential, 2022, menu penetration
**Datassential, 2022, menu penetration increase over past four years

Cheese and More Cheese

GRILLED CHEESE SANDWICHES ARE FOUND ON **26.2%** OF MENUS, UP **9%** SINCE 2017.*

Classic grilled cheese gives consumers a taste of nostalgia, no matter the type of bread or ingredients. Cheddar is the most commonly used type of cheese (on 27.4% of menus), followed closely by American (23.7%)*. Many operations add tomato, bacon, caramelized onions, and/or mushrooms for even more delicious flavor;* but even the simple addition of garlic parmesan and sundried tomato spread to the outside of the bread makes a simple grilled cheese sandwich outstanding.

*Datassential, 2022

Macaroni and cheese is another menu item consumers love, especially in the Midwest and the South - it's on 30.7% of menus (up 8% since 2017).* While traditional mac and cheese is usually made with cheddar, more upscale versions may contain a variety of cheeses, like gruyere, mozzarella, gouda, muenster, fontina, Monterey jack, or some combination of these. Using butter flavored with garlic and herbs in place of regular butter in any mac and cheese recipe makes this classic comfort food extra craveable.

Add-In Ideas for Mac & Cheese and Grilled Cheese

Andouille sausage	Beer cheese
Pulled pork	Corned beef and caramelized onions
Brisket	Buffalo sauce and ranch dressing
Fried chicken	Grilled beef steak
Ground beef	Grilled onions and peppers
Chili cheese sauce	Seasoned beef and bacon



Pasta with Sundried Tomato and Herb Sauce

Heat & Eat Take Homes/Frozen CPG

The consumer packaged goods (CPG) industry is one of the largest sectors in the U.S., valued at about \$2 trillion in 2021.* This category includes heat-and-eat take-home meals, most of which are purchased at grocery stores, and frozen foods. In fact, frozen foods are among the fastest growing categories in grocery stores.**

Much of this growth can be attributed to more consumers eating at home due to the pandemic. Frozen food manufacturers are also making more frozen meals that meet consumers’ demands for different dietary options like plant-based foods.**

*Investopedia, 2021
**American Frozen Food Institute

Frozen for All Meal Occasions

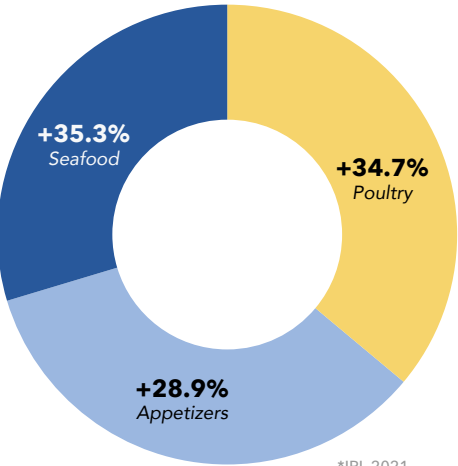
MILLENNIALS SPEND **9%** MORE ON FROZEN FOODS THAN OTHER AGE GROUPS.***

Consumers are stocking up on frozen meals not just for dinner, but for all meal occasions, and even snacks.**** A study by Deloitte showed that three factors influence consumers to buy frozen foods instead of fresh – perishability, price, and preference. They want to limit the

amount of food they waste, they believe that prices for fresh food have risen more than they have for frozen, and as much as half of consumers see frozen food as just as good or better than fresh food.

***CB Insights
****Supermarket News

Top 3 frozen food categories with the largest percentage of dollar growth:



*IRI, 2021



Asparagus with Spicy Ginger Dollops

Easy Prep Meals are Hot

25% OF HEAT-AND-EAT MEAL KITS ARE PURCHASED IN GROCERY STORES.*

With more people preparing meals at home, a trend that seems to be continuing into 2022, heat-and-eat meals from grocery stores are gaining momentum. They’re often displayed along with other grab-and-go items like salads and soups, so it’s easy for consumers to pick up everything they need in one spot. In addition to the convenience factor, consumers like that they won’t be wasting food as they might if they bought everything to cook themselves.**

*Storewise, 2021
**Supermarket Perimeter

Enhance Heat-and-Eat Flavor

Flavored Butter and Sauce Meal Ideas

Steak, Red Potatoes, and Green Beans with Garlic Butter

Shrimp w/ Scampi Butter and Chile Lime Rice

Chicken, Noodles, and Zucchini with Piccata Sauce

Salmon, Quinoa, and Vegetables with Asian Soy Ginger Sauce

Vegetarian Enchilada with Suiza Sauce

Grilled Burger with Caramelized Onion and Bacon Butter paired with Sweet Corn with Cilantro Lime Sauce



Red Potatoes with Blue Cheese and Caramelized Onion Dollops



Corn on the Cob with Parmesan Black Pepper Dollops



Green Beans with Roasted Garlic Parmesan Dollops



Salmon with Lemon Herb Dollops



Shrimp with Scampi Dollops

Seafood with a Hook

RESTAURANTS ACCOUNT FOR
70% OF SEAFOOD CONSUMPTION.

With retail seafood purchases on the rise and 70% of restaurants accounting for all seafood consumption in the U.S.,* it's clear that fish and shellfish are growing in popularity among consumers.

Whether it's the perception of healthiness that surrounds seafood or the desire for a less filling option than steak or chicken, fish entrées provide restaurants an opportunity to get creative. Flavored butter dollops are an easy, labor-saving way to add flair to these dishes without the fuss.

At the same time, consumers are not confident preparing seafood in their own kitchens, so adding flavored butter dollops to prepackaged seafood bought at the grocery store gives them the confidence they need to make delicious, well-prepared seafood for their families.

*Mintel, 2021



Herb Shallot Dollops



Salmon with Lemon Butter Sauce

Top 15 Seafood Species for Omega 3s and Butter Flavor Pairing Suggestions

Species	Dollup and Flavor Pairings
Herring	Rockefeller, Casino, White Wine Butter
Salmon	Spicy Soy Ginger, Lemon Dill, Asian BBQ
Mackerel	Lemon Herb, Citrus Garlic, Garlic Herb
Amberjack	Lemon Herb, Chile Lime Cilantro
Tuna	Lemon Dill, Blackened Cajun, Soy Sesame
Swordfish	Coconut Curry, Lemon Herb, Chili Cilantro Lime
Trout	Roasted Garlic Herb, Lemon Herb, Ginger Lime
Oysters/Mussels	Rockefeller, Horseradish Butter, Scampi Butter
Pollock	Lemon Herb, Mediterranean, Spicy Soy Ginger
Clams	Casino, Lemon Dill, Blackened Cajun
Lobster	Herb Shallot, Asian Soy Ginger, Pesto Butter
Snapper	Lemon Dill, Roasted Garlic Parmesan, Chili Lime Cilantro
Grouper	Mediterranean, Balsamic, Cioppino
Flounder	Parmesan Black Pepper, Lemon Herb, Scampi

Butter Makes it Better

More than half of main entrées contain fish (54.9%), and shellfish is not far behind (on 46.6% of menus). Among fish entrées, salmon is the most popular (58.4%) and is most often paired with rice. Other sides that are commonly served with seafood are potatoes (18.1%), spinach (10.6%), asparagus (8.0%), and broccoli (6.0%).**

Butter and sauces from Butterball Farms add craveability to these and many other cuisines by enhancing the flavor and texture. Especially in meals that center on fish or shellfish, butters and sauces prevent the protein from drying out and add a layer of flavor that can sometimes be lacking in seafood.

**Datassential, 2022



CAJUN



BOURBON MAPLE



PICCATA



SCAMPI



PESTO



SPICY GINGER



LEMON DILL

Modern Greek

Greek cuisine in the U.S., found on 21.4% of restaurant menus* is characterized by fresh produce, olive oil, and seafood. These classic flavors are often complemented with simple dressings made from lemon and vinegar or marinades made from lemon and olive oil.

When seeking out Greek food, Americans gravitate toward gyros (on 5.1% of menus), feta (31.8%), and spanakopita (17.8%). Consumers’ comfort level with spinach and discovery of feta, a tangy, salty, crumbly cheese, over the past decade have led to a rise in the popularity of Greek pizza, which is up 234.1% on menus.*

*Datassential, 2022



Gyro with Tzatziki Dollops



Flat Bread, Lox, and Poached Egg with Citrus Peppercorn Sauce

Eggs-cellent!

The versatility, availability, and affordability of eggs makes them ideal for restaurant menus in 2022. Whether they’re simply scrambled or elevated to upscale with housemade sauces and premium ingredients, eggs are gaining momentum throughout the country.*

On 69.7% of menus, eggs are turning up in all-day sandwiches and other handheld offerings and are being added to burgers, sandwiches, and pizzas for more interesting options. As the foundation for omelets (on 47.6% of menus), eggs are most commonly paired with cheese (76.5%), onion (60.9%), tomato (55.1%), mushrooms (54.4%), ham (51.3%), and bacon (48.5%).**

Other popular egg preparations include eggs benedict (30.9%), steak and eggs (19.8%), huevos rancheros (15.8%), and scrambled (14.1%).**

*Technomic, 2022
**Datassential, 2022



Scrambled Eggs with Butter Balls

10 Flavored Butter Ideas & Pairings

Flavor	Pairing
Parmesan Black Pepper	Omelet, scrambled, frittata, skillet
Caramelized Onion and Bacon	Omelet, scrambled, frittata, skillet
Sundried Tomato and Herb	Omelet, scrambled, frittata, quiche, florentine
Horseradish and Bleu Cheese	Omelet, scrambled
Rosemary and Thyme	Frittata, quiche
Blackened Cajun	Steak and eggs, skillet
Bacon Shallot	Steak and eggs, skillet
Steak House	Steak and eggs
Hollandaise	Eggs benedict, frittata
Garlic Parmesan	Eggs benedict, quiche



Breakfast Bowl with Suiza Sauce

Greek foods commonly found on U.S. menus**	Flavor combos that complement them
Hummus (82.2%)	Feta + fennel + mint
Falafel (66.7%)	Cumin + coriander + cardamon (shawarma seasoning)
Greek salad (54.4%)	Lemon + tarragon + black pepper
Tzatziki (42.2%)	Oregano + thyme + sumac (za’atar seasoning)
Tabbouleh (37.8%)	Mint + cayenne pepper + lemon
Dolma (36.7%)	Allspice + cumin + black pepper
	Cumin + cayenne pepper + coriander (falafel seasoning)

**Menu penetration, Datassential

In addition to offering a Mediterranean-inspired tzatziki butter in dollops and spreads, we can also create custom flavors with Greek feta cheese. Butterball Farms suggests combining feta with the following global flavors to craft delicious spreads or dollops:

- Cajun Feta** - Feta cheese tossed in a spicy New Orleans spice blend made of onion powder, garlic powder, dried oregano, dried basil, dried thyme, black pepper, white pepper, cayenne pepper, and paprika
- Harissa Feta** - Feta cheese tossed in a North African harissa paste made of dried chiles, paprika, cumin seeds, coriander seeds, garlic powder, and caraway seeds
- Chimichurri Feta** - Feta cheese tossed in a blend of dried cilantro, parsley, dried oregano, dried garlic, chili flakes, cumin, and black pepper
- Jerk Feta** - Feta cheese tossed in the Jamaican cuisine staple composed of onion powder, garlic powder, cayenne pepper, paprika, allspice, red pepper chile flakes, cumin, nutmeg, cinnamon, brown sugar, thyme, and parsley
- Chili Crisp Feta** - Feta cheese soaked in a spicy, umami flavor-packed sauce made of garlic, Szechuan peppercorns, coriander seeds, star anise, cinnamon sticks, crushed chiles, sugar, and bay leaves toasted in vegetable oil

Premium Customized Flavors and Shaped Butters are Our Specialty!

As the leading premium butter provider in the United States for over 60 years, Butterball® Farms has built its reputation on superb service and the highest quality standards. Butter shapes enhance the presentation and simplify the preparation, while flavored solutions elevate taste, reduce prep time, and save labor. We work with some of the biggest brands in the country and would love to work with you.

If you're ready to offer shaped butter to your patrons or to create custom-crafted flavors with sufficient commitments, then contact us to build your brand today! **Call 888.828.8837, email info@butterballfarms.com, or click the button below.**

Flavored Butters and Shapes that are Available for Order Today from Dot Foods:

Dot item#	Butterball item#	Name	Unit Size	Case Pack
558469	116-167	Premium Unsalted Butter Ball	3 lb.	6
558463	166	Premium Salted Butter Ball	3 lb.	6
717802	293-350P	Pop-Out Salted Medallion	.5 oz.	Approx. 288 medallions
714379	005P	Pop-Out Rose/Rosette	.228 oz.	750
730723	777-950	All Natural Butter Sauce	2 lb.	8
710904	2016-500	Premium Butter Sauce	2 lb.	8
735814	888-082	NEW Garlic Herb Dollops	.5 oz.	Approx. 128 dollops
735816	777-120	NEW Roasted Garlic Herb Tub	1 lb.	6



Premium Unsalted Butter Ball



Premium Salted Butter Ball



Pop-Out Salted Medallion



Pop-Out Rose/Rosette



All Natural Butter Sauce



Premium Butter Sauce



Garlic Herb Dollops



Roasted Garlic Herb Tub



Bread with Butter Roses



Loaded Baked Potato Dollops



Bread with Butter Roses

What's So Irresistible About Butter?

There's a reason why the term "buttery" is up on U.S. menus by 6.3%, and "buttered" is up 12.6% since 2017*—the very words are irresistibly appetizing and conjure an immediate sense of the rich, creamy mouth feel.

Through the ages chefs have chosen butter because of its clean release of flavor and ability to carry robust flavors, including spicy and smoky, for an exotic or sophisticated delivery.

This fresh, natural product lingers on the palate longer than a sauce and delivers flavor complexity better than alternatives.

*Datassential, 2021

Stay Ahead of Flavor Trends with
BUTTERBALL® FARMS, INC.
Imagine Butter Differently

Request free samples or contact our sales team at info@butterballfarms.com
For more information, visit ButterballFarms.com or call [888.828.8837](tel:888.828.8837)