



TRENDING FLAVORS | FRESH CRAVABLE IDEAS | LABOR & TIME-SAVING IDEAS

2024 FLAVOR GUIDE

BUTTERBALL FARMS, INC.
Imagine Butter Differently



Fried chicken breast with buffalo sauce made with Quik Creations™ butter base.

Irresistible Flavor Insights for 2024

In 2024, we will witness the emergence of fresh innovations that give rise to crave-worthy menus, alongside time and labor-saving approaches to crafting delightful experiences for repeat customers. Butterball® Farms has been at the forefront of flavor and innovation for more than six decades, solving challenges for America's leading food processors, restaurant chains, retailers, and more.

Our dedicated team of research & development professionals have surveyed trends within the food industry. We are actively collaborating with customers like you, delivering flavor and process solutions that ignite excitement and elevate their offerings.

Explore these top trends to make 2024 your very best.

TABLE OF CONTENTS

VEGETABLE AND FRUIT BUTTERS	PG 3
GARLIC PARMESAN BUTTER	PG 4
REGIONAL FLAVORS	PG 5
BUTTERED BUNS	PG 6
SPICY FLAVORS	PG 7
SWEET FLAVORS	PG 8
HELPFUL TIPS	PG 10-11

Vegetable & Fruit Butters

Elote lived up to our predictions in our 2023 Trends Report, driving roasted corn to the number one position as a non-fried appetizer, +31%* in the past year. Butterball Farms Elote butter dollops save time and provide consistency over roasted corn for an easy solution.

In 2024, Butterball Farms NextGen innovation will drive savings for both restaurants and food processors with pre-portioned dollops or flavored butter tubs finely tuned to save time and labor while elevating the flavor of fruits or vegetables like these:

*Datassential, Nov. 2023



Corn on the Cob with Elote flavored dollops

VEGETABLE / FRUIT	FLAVOR OPTIONS
BRUSSEL SPROUTS	<i>Kung Pao, Bourbon Glaze</i>
BROCCOLI	<i>Chopped Bacon Butter, Honey Garlic Parmesan</i>
PEAS	<i>White Wine Vinaigrette, Bacon Shallot</i>
MUSHROOMS	<i>Lemon Shallot</i>
CARROTS	<i>Brown Sugar Maple, Honey Orange Thyme</i>
CAULIFLOWER	<i>Curry, Garlic Parmesan</i>
BUTTERNUT SQUASH	<i>Brown Sugar Cinnamon, Coconut Curry</i>
PINEAPPLE	<i>Apple Cinnamon, Marsala Wine/Blackberry</i>
STRAWBERRIES	<i>Peaches & Cream, Lemon Basil, Sweet Ginger, Balsamic</i>
MANGO	<i>Orange Zest, Tajin, Coconut Lemongrass, Coconut Lime</i>
PEAR	<i>Balsamic, Cabernet, Honey Fig</i>
PEACHES	<i>Maple Bourbon, Honey Cardamom</i>

Whether it's in the form of a delicious custom sauce, butter blend, or butter dollop, get the most out of your fruits and vegetables efficiently with the help of Butterball Farms.



Steak with Garlic Parmesan Butter Spread

Garlic Parmesan 2.0

Garlic Parmesan is up **+26%*** on menus in the past 12 months and **+48%*** in the past four years.

No flavor combination rivals the growth of Garlic Parmesan on menus. Butterball Farms takes you to the next level with tweaks to the popular flavor that sets you apart from the rest. Here are a few though starters from a partner who knows no boundaries, Butterball Farms!

ITEMS	GARLIC PARMESAN SOLUTION
FISH / SHRIMP	Black Garlic Basil Parmesan
CHICKEN	Garlic Basil Parmesan
GARLIC TOASTED BREADS	Garlic Basil Parmesan
WINGS	Garlic Parmesan Wing Sauce
CHEESESTEAK	Philly Garlic Parmesan Sauce

*Datassential, Nov. 2023

Regional Flavors Are BIG

According to the NRA's 2024 What's Hot Flavor Forecast, regional flavors are a top trend for the year. Butterball Farms can help with finely tuned flavored dollops, or tubbed butter blends that compliment regional or global flavors without a long learning curve. From a Carolina Low Country or Cajun Boil Dollop to a Jamaican Jerk, Indian Curry Dollop or tubbed sauces, Butterball Farms can create unique regional or global flavors that take tastebuds anywhere you want to go.

TOP REGIONAL FLAVORS

- Nashville Hot
- Everything Bagel Spice
- Agave Syrup
- Turmeric Ginger
- Hibiscus

Turmeric Ginger has grown **300%*** on menus in four years, becoming a rising consumer favorite flavor trend.

*Datassential, Nov. 2023



Chicken with Turmeric Ginger Curry Sauce



Grilled bun with toasted sesame flavored butter spread

Butter Your Buns

A quick check of Datassential finds that the term “buttered” is up on menus +7%* in just the past year. It’s a great reason to choose Butterball Farms Flavored Butter Tubs at the grill back of house.

The best and easiest application is for pre-buttering buns for burgers, sandwiches, toast points and other breads,

then slapping them on the grill to sear in the flavor. No mess, no pre-mixing, consistent quality saving time and labor. If you are a big chain, just tell Butterball Farms what flavor you want for any daypart. We’ll customize a flavor for your specific need. In addition to buns, tasty tubs can butter veggies and proteins easily. Here is the menu adoption cycle on buns.

*Datassential, Nov. 2023



INCEPTION
fine dining, mixology,
earliest stage

ADOPTION
trendy restaurants +
specialty grocers

PROLIFERATION
trendy restaurants +
specialty grocers

UBIQUITY
find it just
about anywhere

Make it Spicier

Global-inspired flavors continue to trend each year. Butterball Farms helps you stay ahead of the competition by infusing innovative and globally inspired spicy goodness into its flavors. A prime illustration of this is our concept that combines Calabrian spice and garlic butter. Calabrian Chili Pepper +23%* in the past year and 34%* in the past 4-years for Italian dishes.

Other spicy options include Tajin +39%* in one year or +295%* in four years, or Piri Piri +11%* in one year and +29%* in four years. Think of the cravable versatility of our sauce or butter melting atop a steak, across rice, or oozing across loaded fries. Other, more mainstream flavors include Sriracha Hot Honey and Sweet Chili Ghost Pepper.

59%* of operators say that consumers are demanding **more unique** (spice, premium, globally-inspired, etc.) sauces, condiments, and dressings.

*Datassential Snap Keynote Report - Sauces, Condiments, & Dressings



Chicken wings with spicy Calabrian Chili Pepper Sauce

Global Flavors For Desserts Made Easy

Butterball Farms can take the work and hassle from foodservice, retail bakeries and food processors with sweet-flavored icings and sweet dollops. A glaze for Sopapilla or a delicious, sweet dollop for inside. Make it the filling of a cannoli or a churro-flavored glaze that elevates a regular donut to a cinnamon and sugar flavor of a churros. Speaking of donuts, here is the menu cycle that could include mentions of glazes, fillings, and dollops.



Cannolis with vanilla flavor filling



INCEPTION
fine dining, mixology,
earliest stage

ADOPTION
trendy restaurants +
specialty grocers

PROLIFERATION
trendy restaurants +
specialty grocers

UBIQUITY
find it just
about anywhere



Buttercream-filled doughnuts sprinkled with sugar
















Mini Pavlova Cakes butter meringue dessert with berries

Trends in Sweet Flavors

Clearly the top desserts have a global twist. This is particularly evident in the latest trending mini desserts highlighted by Datassential. Refer to the chart provided below for detailed information on global flavors and their anticipated growth projections.

KEYWORD	MENU PENETRATION	12-MONTH TREND	4-YEAR TREND
SOPAPILLA	+2.0%	+34.6%	+16.6%
CANNOLI	+14.4%	+8.6%	+7.4%
CHURRO	+4.1%	+7.2%	+103.2%

FLAVORED BUTTER SHOWDOWN

		 MAKING FROM SCRATCH	 BUTTERBALL FARMS, INC. FLAVORED TUBS	 BUTTERBALL FARMS, INC. FLAVORED DOLLOPS
 INGREDIENTS		6	1	1
 PREP TIME		9 HR PER WEEK	0	0
 CLEAN UP		2.5 HR PER WEEK	20 MIN PER WEEK	0
 # OF STAFF		4 PER WEEK	0	0
 STORAGE SPACE		7'	3'	3'
 BUTTERBALL FARMS, INC. ButterballFarms.com	WINNER			 

Butterballs's pre flavored dollops, medallions, and tubs simplify kitchen operations by offering quick and efficient solutions, reducing prep time for busy staff. The consistent flavor profile and minimal product waste make them convenient choices for maintaining high-quality dishes in the food industry.



Fried chicken sandwich with Honey with Cinnamon Sugar Butter Hive



Salmon with Lemon Herb butter dollop



Butter board featuring Butterball® flavored butters, shapes and spreads

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

Dot Item #	Butterball Product #	Product Name	Portion Size	Portions Per Case
558463	166	Premium Balls® - Salted (18 lb. case)	.25 oz.	1,152
558460	136-654	Premium Balls® - Salted (9 lb. case)	.25 oz.	576
717819	293-300P	Pop-Out® Medallion	.63 oz.	216
714384	005-294P	Pop-Out® Budding Rose	.23 oz.	750
714357	005-250P	Pop-Out® Rose	.23 oz.	750
714379	005P	Pop-Out® Rose & Rosette	.23 oz.	750
710904	2016-500	Quik-Creations® Premium Butter Sauce	2 lb.	8
753067	123P	Pop-Out® Honey Butter Hive	.32 oz.	600
735814	888-082	Garlic Herb Butter Dollop	.5 oz.	128
735816	777-120	Roasted Garlic Herb Butter Tub	1 lb.	6



Premium Balls®



Pop-Out® Medallion



Pop-Out® Budding Rose



Pop-Out® Rose & Rosette



Quik-Creations® Premium Butter Sauce



Pop-Out® Honey Butter Hive



Garlic Herb Butter Dollop



Roasted Garlic Herb Butter Tub

