

BUTTERBALL® FARMS, INC.
Imagine Butter Differently

2025

FALL FLAVOR PLAYBOOK

TRENDING FLAVORS

FRESH CRAVEABLE IDEAS

LABOR & TIME-SAVING IDEAS





WHY FALL FLAVORS ARE KEY TO SUCCESS

No other season offers the opportunity to capture the nostalgic consumer behaviors of fall and the holidays. A recent consumer survey found that 55% associate fall with unique seasonal flavors and 61% want to buy these flavors¹. Major restaurant chains and food manufacturers know that. Last year, more than 1,200 new restaurant menu items or limited time offers (LTO) were launched during the season².

1.Datassential, Consumer Survey, Feb. 2025
2.Datassential, Launches & Ratings, Fall 2024

Flavor Innovation

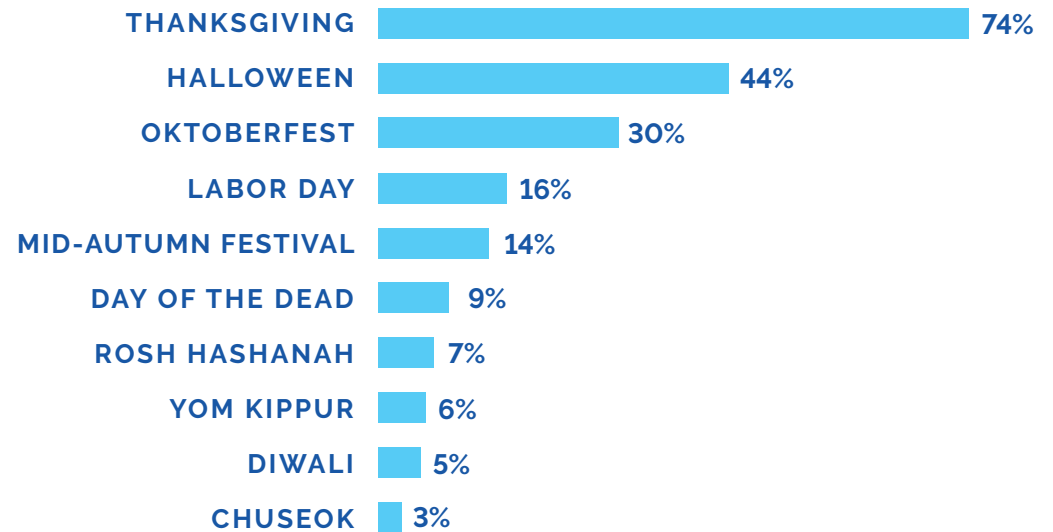
Flavored butters and sauces are at the forefront of food innovation in the fall. As the market leader shaped and flavored butters, Butterball® Farms crafts premium butter layered with all-natural herbs, citrus, spices, or fruits. Offered in bulk or pre-portioned formats—dollops, tubs, chef rolls, individually wrapped, and more—our butters deliver elevated flavor, consistency, and convenience for both food manufacturers and foodservice operators. For more information on Butterball Farms, or to discuss your flavor challenge go to ButterballFarms.com. You can also request free samples of Butterball Farms products now.





WHAT FALL EVENTS ARE MOST IMPORTANT?

Key occasions trigger different fall flavor opportunities for innovation. More than 1,500 consumers were asked this year “What fall occasion triggers their craving for special flavors, dishes, that would trigger a purchase at a retailer or restaurant?”³. Here are the results.



TOP TRENDING FALL FLAVORS

Move over pumpkin spice, new, exciting fall flavors are trending. A deep dive into Datassential's Launches & Ratings Index identifies trending flavors described in menu descriptions for fall menu and LTO launches⁴, with 100 being the average.

There are more dynamics in what constitutes a winning fall flavor with consumers. Today, consumers crave intensity, contrast, and an emotional payoff on nostalgia.

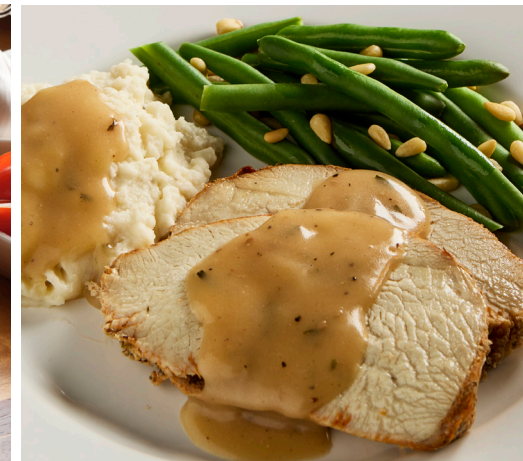
SAVORY SEASONAL FLAVORS & ITEMS

CRANBERRY SAUCE	1800
GOAT CHEESE	1800
HARVEST	1800
BRIE	1500
MAPLE SYRUP	1500
TURKEY BREST	1050
STUFFING	900
APPLE	600
BRUSSELS SPROUTS	600
CRANBERRY	500
SHORT RIB	500
MAPLE	417

SWEET SEASONAL FLAVORS & ITEMS

PLUM	1500
PEPPERMINT	1480
APPLE CINNAMON	1050
CRANBERRY JUICE	1000
GINGERBREAD	900
SUGAR COOKIE	814
BLACK CHERRY	750
HOT CHOCOLATE	729
BLACK TEA	650
CLOVE	600
STREUSEL	600
CHAI TEA	550

Datassential, Launches & Ratings, Fall 2024





EMBRACING FALL FLAVORS IN YOUR MENU

Based on the high indexing of cranberries related to fall, imagining a cranberry butter mixed with other fruits or spices by Butterball Farms to use in multiple fall menu applications, including:

- Raspberry Cake (up 29% on menus in the past year according to Datassential)
- Cranberry Orange Honey Butter Biscuits
- Turkey, Brie & Cranberry Butter Panini
- Pork Chop With Cranberry & Rosemary Butter



Fall Cravings Run Deep

Layer Flavors That Drive Loyalty

When temperatures drop, cravings rise — and today's consumers want more than just comfort. They crave bold, layered fall flavors that deliver contrast, warmth, nostalgia, and a sensory experience. Subtle won't cut it.

That's why single-note flavors are losing steam, while dynamic combinations like sweet + smoky, spiced + savory, or swicy (sweet + spicy) are taking over menus. The more unexpected and emotionally satisfying the flavor, the more it sticks.

This season, craveability is your competitive edge. And these fall-flavored butters are built to deliver it. Contact Butterball Farms to craft your own signature flavor.



TOP 6 FALL BUTTER FLAVORS

1. Honey & Cinnamon Butter

Nothing greets cool mornings ebbing toward the first snowfall as the confluence of honey, cinnamon, and butter across any restaurant daypart or home meal occasion. Butterball Farm's Honey Butter Hive™, takes the compound flavor a step further with a pre-formed and embossed shape that awakens the senses of taste and sight.

2. Salted Maple & Black Garlic Butter

Umami-rich flavors and fermented notes are rising fast on fall menus. This combo hits the "swicy" (sweet + heat + umami) trend with fall's favorite syrup (maple) balanced by the rich depth of fermented black garlic. Perfect for roasted brussels sprouts, seared duck breast, or artisan bread service. Also, as a finish to roasted vegetables, top steaks, or use in compound butter dollops for premium frozen sides.

3. Sage, Brown Sugar & Bourbon Butter

Consumers crave familiar ingredients with an indulgent twist—bourbon is popping up in sauces and glazes. Herbal and aromatic sage, with sweet bourbon complexity and a hint of brown sugar? It's fall on a plate. Use it as a turkey compound butter, glaze for roasted carrots, or melted into stuffing.



TOP 6 FALL BUTTER FLAVORS

4. Truffle Butter

Truffle remains one of the top “luxury lift” flavors in the eyes of both chefs and consumers⁵. Create an ultra-premium, warm flavor profile perfect for holiday menus or upscale fall LTOs. Melt over brussel sprouts or mushrooms, spread on artisan breads, upscale a stuffing or use on a bread board for a shared appetizer.

5. Dill Pickle & Garlic Butter

Pickled vegetables are projected to grow more than 12%⁶ on menus by 2029. Get ahead of the curve with classic dill pickles blended with roasted garlic to create a flavor profile that’s tangy, savory, and bold for fall. Ideal for burgers, fried chicken, or elevated baked potatoes or fries.

6. Apple-Cinnamon Butter

Apple is the #1 fruit flavor of fall this year⁷. Cinnamon is a Top 5 fall flavor⁸. All are core flavors of fall, familiar, but with a honey twist that will have consumers buzzing. Extremely versatile across all dayparts or product usage occasions, from biscuits and pancakes in the morning, sweet potatoes and proteins for dinner, till late night bread pudding.

5. Kerry International 2025 Flavor Trends Report

6. Datassential, July 2025

7. Talker Research, Fall Flavor Trends, 2025

8. Aromatech Flavor Trends Report, 2025

Top 6 Fall Butter Sauce Flavors

Butterball Farms takes time and labor out of the equation when it comes to fall butter sauces. We can craft a signature sauce for you or use Butterball Farms Quik-Creations® Premium Butter Sauce [as a head start to create your own signature sauce in minutes](#). Here are the Top 6 Fall Butter Sauce Flavors.





TOP 6 FALL BUTTER SAUCE FLAVORS

1. Cranberry Orange Butter Sauce

Combines tart cranberry and bright citrus for a fruity, aromatic finish that cuts through richness—great as a holiday-inspired glaze or finishing drizzle. Orange flavors are resurging in savory sauces as chefs revisit classic pairings. Great on roasted turkey, chicken, pork loin, brussels sprouts, and fall flatbreads.

2. Miso Maple Butter Sauce

Umami-rich white miso paired with the sweet warmth of maple—a modern, Asian-meets-Americana fusion that hits the swicy and umami trends. Miso is trending upward in sauces and glazes for its depth and perceived health halo. Great on salmon, sweet potatoes, tofu, and fall chicken wings.

3. Caramelized Onion & Balsamic Butter Sauce

Deep, sweet-savory caramelized onions blended with rich butter and the sharp tang of aged balsamic for complexity and depth. Comfort-forward “onion jam” and balsamic glazes are trending on seasonal menus. Great on steak, pork chops, roasted mushrooms, meatloaf, mashed potatoes, and burgers.

TOP 6 FALL BUTTER SAUCE FLAVORS

4. Blueberry Balsamic Honey Butter

Ideal for red meats, pork or game. The combination of sweetness and tang of balsamic combine perfectly over pork tenderloin, lamb chops, duck confit or beef medallions. Also, perfect when combined with brie or goat cheese in a crepe as a savory brunch special.

5. Orange Maple Sage Butter Sauce

Combines the sweet maple flavor layered with bright citrus and earthy sage for cozy elegance. This is a perfect glaze over roast turkey or Cornish hens. Drizzle over roasted acorn squash or sweet potatoes or sauce with seared scallops with wild rice.

6. Salted Caramel Butter Sauce

Classic meets indulgent—the salt enhances sweetness and the butter gives a rich, silky mouthfeel. Salted caramel continues to dominate seasonal menus as a versatile dessert driver. Ideal for cheesecakes, brownies, churros, apple fritters, donuts and bread pudding.



Shaped to Impress: Fall Butters That Elevate Every Plate

Butterball Farms' shaped butters bring seasonal storytelling to the table—literally. Whether it's an elegant butter medallion, rosette, or custom design, these elegant pre-portioned butters add a handcrafted touch that enhances the dining experience. Perfect for fall weddings, holiday banquets, or upscale LTOs, shaped butters deliver premium presentation with zero added labor. They're a small detail that makes a big seasonal impression and creates a lasting impression.



Fall Flavors Baked In

Baked goods are of greater importance during the fall - from cakes and pies to pastries and bread. Imparting added flavor is key to a more memorable customer experience. For example, maple syrup butter. It's slowly replacing pumpkin spice because of its versatility across multiple dayparts and menu items, especially baked goods for breakfast. Another great flavor option is a strawberry butter. According to Datassential, strawberry flavor within an appetizer has grown by 40% in just the past year⁹.



ENTER BUTTERBALL FARMS BUTTER BITS™

New Butterball Farms Butter Bits are an ideal way to bake in the added richness of butter flavor into the dough! These little frozen pearls of premium salted butter, can be sized from a morsel to a small barrel shape in size to impart added flakiness to a baked good, extra flavor in proteins or pizza dough. Contact Butterball Farms for more information.





Summing It Up For Fall Flavor

At Butterball Farms, we believe fall is more than a season—it's a flavor moment. As guests crave warmth, nostalgia, and bold sensory experiences, our fall-flavored compound and shaped butters deliver on all fronts. As the market leader in shaped and flavored butters, each butter recommended has been crafted to add instant seasonal flair with no extra prep or labor.

Whether you're a restaurant operator building a craveable LTO or a food manufacturer developing your next seasonal launch, these butters offer versatility, premium appeal, and the power of emotional connection. Explore the full lineup and discover how Butterball Farms helps turn fall flavors into fall favorites—driving traffic, boosting margins, and delighting customers one bite at a time.

CONNECT WITH THE FLAVOR EXPERTS

No matter the season, count on Butterball Farms as a tried and trusted companion and team player for menu or product innovation. Contact us today at info@butterballfarms.com or call 888.8BUTTER

