

2026

# FLAVOR GUIDE



**BUTTERBALL FARMS, INC.**  
*Imagine Butter Differently*





Butter Board featuring Butterball® Flavored Butters, Shapes and Spreads

# Make 2026 a Great Year with Butterball® Farms Flavor Innovations

Our 2026 Flavor Guide is crafted to enhance menus and products with on-trend flavors that attract customers, help simplify processes, reduce labor, and assure consistency, all while elevating your offerings and building your brand reputation.

Our Research & Development team has delved deep into evolving food trends and consumer behaviors to help you stay ahead. Whether you're a restaurant operator, meal kit provider, food manufacturer, or retailer, Butterball Farms' expertise in premium shaped and custom flavored butters, sauces, gravies, glazes, and more allows you to infuse creativity, consistency, and craveability into every item you serve.

Get ready to start diving into fresh ideas and transform your offerings with the innovation and expertise of Butterball Farms. Together, let's make 2026 the most flavorful year yet!

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# Butter Makes Everything Better

Butter isn't just a finishing touch, it's a **flavor multiplier**. Operators are using it to **elevate dishes, add richness, and drive craveability** across proteins, vegetables, breads, and beyond.

## Did you know?

- **Flavor butter use on restaurant menus grew 25% between 2020–2024\***
- **Flavor-enhanced butters and spreads are growing 5-7X of regular dairy\*\***
- **Butter is versatile, easy to portion, and high margin, making it a top performer in kitchens year-round.**

Operators are keeping it simple but craveable with these consistent favorites:

### GARLIC & HERB

(predicted menu growth of 7.6% in the next 4 years)\*

### ROASTED GARLIC & PARMESAN

### LEMON HERB

### BLACK GARLIC & ROSEMARY

(Black Garlic has grown on 7% of restaurant menus in the past year)\*

### SMOKY CHIPOTLE & LIME

### HONEY CINNAMON

### PESTO BASIL



**Pro tip: Flavored butters can turn a standard menu item into a premium offering without adding prep time.**

Take your menu even further with our **ready-to-use Quik-Creations® Butter Sauce base**, available at your **local distributor**.

For high-volume applications, savory butter sauces offer a practical path to scratch-made flavor. Butterball Farms' Quik-Creations sauces provide the rich, authentic flavor of made-from-scratch sauces. This makes them ideal for everything from pasta dishes and gravies to glazes and dipping sauces, helping restaurant operators and manufacturers reduce labor while assuring consistent, craveable results across all menu items.

**It's your flavorful, versatile speed-scratch solution for all your offerings from sauces to soups to gravies and more! Easily cut time on labor, not flavor.**

- **Effortless Preparation:** Preps quickly in the microwave and holds perfectly, thanks to its superior heating and break-resistant properties.
- **Consistent and Versatile:** Designed to minimize errors, it ensures consistent results every time. It's your mother sauce across multiple offerings and dayparts.
- **Premium Ingredients:** Made from real butter, it delivers a premium, made-from-scratch flavor with less labor.
- **Customizable:** Easily accepts flavoring agents, letting you add your signature touch to elevate any offering.

\* (Datassential, 2025)

\*\* (Circana, 2025)



# Top Trending Sandwich & Cream Cheese Spreads

Prepared flavored sandwich and cream cheese spreads are trending, with cream cheese up 31% and a chicken sandwich spread in just the past year.\* Aioli's projecting another 11% growth by 2029.\* These can be an easy LTO addition and they are versatile across dayparts and applications, from salad dressings to starches to proteins and desserts.

Provided in tubs or chef rolls Butterball Farms can craft a custom flavor combination that ignites sales, assures consistency and reduces labor time.

**Here are top trending flavored sandwich and cream cheese spreads for 2026.**

1

## **Brined Pickle & Olive Aiolis**

Brined is the new buzzword for consumers, with menu mentions up 18%\* in the past year\* and projected to grow another 21% by 2029.\* The flavor of tart and savory fuse with its creamy mayo base for perfection over sandwiches, burgers, appetizers, dips, wraps, pitas and more.

2

## **Brown Sugar-Cinnamon Toast Cheesecake Cream Cheese Spread**

Dessert-for-breakfast (cinnamon rolls, croissant French toast, loaded bagels) is exploding across QSR and bakery cafés.\* This spread tastes like cinnamon toast + cheesecake frosting + caramelized crumb topping, with a stable cream cheese base.

3

## **Nashville Hot Honey Cream Cheese**

\*Nashville "hot" remains as one of the fastest growing chicken flavor trends at QSR and fast casual restaurants. Pairing heat with honey taps into the sweet-heat trend and works across chicken, burgers, veggie sandwiches, and wraps.

4

## **Buffalo Ranch Cream Cheese**

Consumers love the two flavors and when combined into a cream cheese the table stakes, and price, just elevated. Beyond chicken sandwiches, use is as a spread on buffalo burgers, or for pretzel dipping, loaded nachos or with jalapeno poppers.

5

## **Dill Pickle & Smoked Chili-Garlic Cream Cheese Spread**

Pickle-forward sauces, aiolis, and dips are one of the biggest savory trends across QSR, c-stores, sports venues, and fast casual.\* This spread delivers the pickle hit consumers crave, balanced with smoky chili garlic umami for crispy, grilled, or rich foods.

# Flavor & Convenience Drive Protein as the Word for 2026

The majority of consumers say animal protein is more natural, versatile, and craveable than plant-based alternatives, with 59% saying they “crave” animal protein, even if they don’t consume it!\* Protein is also projected to grow 49% on menus by 2029.\*\* That’s music to the ears of the Butterball Farms R&D Team, who knows that 2026 is the best year to turn up the flavor on classic proteins with butter.

**Here are their Top 5 Butter Flavors For Protein for the year.**



*Steak Meal Kit paired with Paris Butter Dollops & Salmon Meal Kit paired with Rosemary Lemon Herb Dollop*

PROTEIN	FLAVOR OPTIONS	FLAVOR DESCRIPTION AND KEY INGREDIENTS
GRILLED CHICKEN	Roasted Garlic, Basil & Parmesan Butter	<i>Bold and aromatic, with roasted garlic purée, sweet basil, Parmesan, butter, and cracked black pepper, adding Italian Mediterranean appeal to grilled chicken.</i>
FILET MIGNON	Black Garlic, Red Wine & Thyme Compound Butter	<i>Rich and umami-forward, with black garlic, reduced red wine syrup, thyme, butter, and Maldon salt, adding depth to filet and roasted vegetables.</i>
SALMON	Honey-Citrus Calabrian Chili Butter	<i>Bright and modern, with orange, lemon, honey, and Calabrian chili, one of the fastest-rising “premium global chilies” in U.S. foodservice,** balancing salmon’s rich profile with sweet heat.</i>
PORK	Apple Cider Dijon & Sage Butter	<i>Comforting and savory, with apple cider, Dijon mustard, and sage, bringing fruity acidity and depth to grilled pork and roasted root vegetables.</i>
BACON	Black Garlic, Espresso & Chili Molasses Butter	<i>Savory and dimensional, with black garlic, delivering sweet, smoky umami that enhances bacon’s cured richness and elevates the menu.</i>

\*Datassential 2026 Menu Trends Consumer Survey, Sept. 2025

\*\*Datassential, Nov. 2025



Tonkotsu Soup with Ramen Broth Dollops

# Dollop. Add Water. Hello, Signature Soup.

The miracle of Butterball Farms' flavored dollops is that they make creating signature soups and broths as easy as a call to our R&D team. With the ability to include protein particulates, specifically chicken and beef, along with complementary spices and herbs, serving uniquely craveable items becomes as simple as "just add water."

**Here are some of the R&D Team's favorites.**

## **Chicken Pot Pie Creamy Herb Broth**

Chicken pot pie is one of the most nostalgic and loved American comfort flavors,\* make yours the easy way. Butter + roasted chicken base + cream notes + celery + onion + garlic + thyme + sage + black pepper + tiny chicken bits + pea/carrot micro-dice. Create a classic chicken pot pie bowl or thicken with less water for an instant gravy for chicken and biscuits.

## **Smoked Cheddar & Beer Brat Broth**

Cheddar-beer soups plays into the bar food as a comfort soup as a cheesy, smoky, hearty experience. Butter + smoked cheddar flavor + light beer reduction + garlic + onion + paprika + mustard seed + mini bratwurst or sausage crumbles. Melt into pasta for a beer cheddar mac and cheese. Use it with less water as a pretzel cheese dip or pour over baked potatoes or fries.

## **Coconut Curry Chicken & Veg Broth**

Our butter dollop features coconut cream flavors, yellow/red curry paste, turmeric, ginger, garlic, onion, and lime leaf/lime zest, creating a rich, aromatic base that operators can build on. Operators simply add their own chicken, vegetables, rice noodles, or jasmine rice for a quick soup, or pour over roasted veggies and grains for an easy curry bowl.

## **Korean Gochujang Chicken & Kimchi Broth**

Butter-based dollop with gochujang, garlic, ginger, soy, a touch of kimchi-style chili & cabbage notes, scallion, and crisp bacon or pork bits for smoky richness. Perfect for Gen Z and Millennial guests this one hits the sweet-heat + umami profile consumers love in ramen and Korean stew, but in a super-accessible way. Pour over rice or noodles as the broth for Korean grain bowls or ramen-style bowls, or use as the base for braising chicken thighs, dumplings, or potstickers.

## **Birria Chili Beef Consommé**

Butter dollop with guajillo, ancho and/or pasilla chiles, tomato, garlic, onion, Mexican oregano and a touch of vinegar, a ready-to-use birria base that delivers the deep, craveable flavor consumers expect. Birria is identified as one of the fastest-growing global dishes on U.S. menus\* and consumers already associate birria with deep, delicious flavor. Operators simply add their own shredded beef, birria, chorizo or other protein and (optionally) hominy or beans to finish a soup or consommé for birria tacos, grilled cheese or flatbreads.

\*Datassential, Nov. 2025

\*\*Insight Symrise, 2024



*Burger with Butter*



*Breakfast Pizza with Gravy*



*Garlic Herb Butter on Bread*

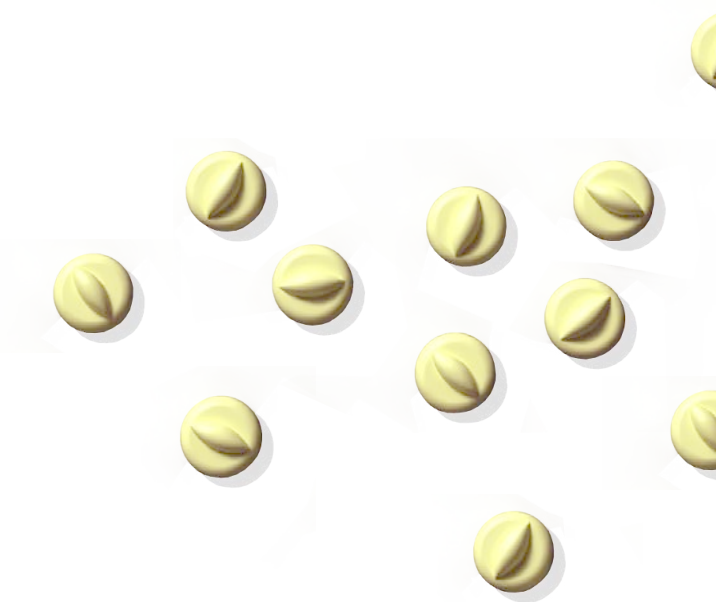


*Chocolate Chip Cookies*

## 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.**



# Seasonal Thematic LTO Flavor Combinations

Butterball® Farms is the nation's flavor innovator in flavored butter combinations, helping operators bring seasonal LTOs to life with ease. Across every flavor season, the Butterball Farms Research & Development Team creates inspired compound butter pairings designed to drive traffic and sales while saving time, assuring consistency, and speeding up service. **Take a look:**



## WINTER HOLIDAY LTO FLAVOR PAIRINGS

THEMATIC	FLAVORED BUTTER COMBO	APPLICATIONS
CHRISTMAS	CRANBERRY-ORANGE-CINNAMON BUTTER	ROLLS, TURKEY, DESSERTS
NEW YEAR'S EVE	TRUFFLE-CHIVE BUTTER	STEAK, LOBSTER, HORS D'OEUVRE
SUPER BOWL	SMOKED JALAPENO-HONEY BUTTER	WINGS, SLIDERS, NACHOS
VALENTINE'S DAY	CARDAMOM-RASPBERRY BUTTER	DUCK, LAMB, DESSERT
MARDI GRAS	CAJUN CITRUS-CREOLE GARLIC BUTTER	SHRIMP, POBOYS, CORNBREAD
CHINESE NEW YEAR	FIVE SPICE, GINGER, TANGERINE BUTTER	FISH, NOODLES, STIR-FRY
LENT	LEMON-TARRAGON BUTTER	FISH, SHELLFISH, VEGGIE MAINS

## SPRING HOLIDAY LTO FLAVOR PAIRINGS

THEMATIC	FLAVORED BUTTER COMBO	APPLICATIONS
ST. PATRICK'S DAY	WHISKEY-APPLE BUTTER	PORK TENDERLOIN, BREAD PUDDING
EASTER	PINEAPPLE-SAGE BUTTER	GLAZED HAM, TURKEY, SPRING VEGGIES
PASSOVER	FIG-HONEY BUTTER	ROASTED ROOT VEGGIES, FLOURLESS CAKE
DERBY DAY	BOURBON-MINT BUTTER	HOT BROWNS, BISCUITS, PORK SLIDERS
MOTHER'S DAY	LAVENDER-HONEY BUTTER	FILET MIGNON, HALIBUT
CINCO DE MAYO	CHIPOTLE-LIME BUTTER	STREET CORN, SHRIMP TACOS
MEMORIAL DAY	STRAWBERRY-BASIL BUTTER	GRILLED BURGERS, CHICKEN, FISH



## SUMMER HOLIDAY LTO FLAVOR PAIRINGS

THEMATIC	FLAVORED BUTTER COMBO	APPLICATIONS
FATHER'S DAY	SMOKED BOURBON BUTTER	RIBEYE, GRILLED CORN, BACON BURGERS
4TH OF JULY	MAPLE-CHIPOTLE BUTTER	BBQ CHICKEN, CORNBREAD, GRILLED SHRIMP
SUMMER FESTIVALS	ROASTED GARLIC-LEMON BUTTER	LOBSTER ROLLS, STREET CORN, FLATBREADS
LABOR DAY	SWEET CHILI-LIME BUTTER	GRILLED WINGS, TACOS, VEGGIE KEBABS
SUMMER WEDDINGS	LEMON-DILL BUTTER	SALMON, GRILLED VEGGIES, PASTA

## AUTUMN HOLIDAY LTO FLAVOR PAIRINGS

THEMATIC	FLAVORED BUTTER COMBO	APPLICATIONS
OKTOBERFEST	BEER-CHEDDAR BUTTER	SOFT PRETZELS, BRATS, ROASTED CHICKEN
HALLOWEEN	MAPLE-BACON BUTTER	PUMPKIN BREAD, CHICKEN SANDWICHES
THANKSGIVING	CRANBERRY-ORANGE BUTTER	TURKEY, BISCUITS, SWEET POTATOES
FALL FESTIVALS	APPLE-CINNAMON BUTTER	FUNNEL CAKES, PANCAKES, PORK CHOPS
TAILGATE SEASON	BUFFALO-RANCH BUTTER	WINGS, BURGERS, FRIES
VETERANS DAY	SMOKED GARLIC-HERB BUTTER	STEAKS, GREEN BEANS, POTATOES



Bread and Butter Board featuring Butterball® Butters

## Flavored Butters and Shapes that are Available for Order Today from Your Local Distributor

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



Premium Balls®



Pop-Out® Medallion



Pop-Out® Budding Rose



Pop-Out® Rose



Pop-Out® Rose & Rosette



Quik-Creations® Premium Butter Sauce



Pop-Out® Honey Butter Hive



Garlic Herb Butter Dollop

