



POUND CAKE MUFFINS

Decadent pound cake muffins with rich and sweet 'brown' butter notes—but without the sticker shock of traditional butter.

Consumers and Baked Goods

Consumers love indulgent baked goods, but:

- Baked goods are among the grocery categories **experiencing the highest inflation**.¹
- As prices increase, the **emotional benefits of indulgence are gaining importance**.¹
- Inflation has an outsized impact on baking categories, causing **record-high prices and shortages of butter** and other staple baking ingredients.¹

¹ Mintel, In-Store Bakery - US - 2023

CHALLENGE:

How to deliver decadent pound cake muffins without a sky-high price point to today's consumers.

The key to overcoming this challenge was the ability to maintain great taste & texture—without compromise—at a lower price point.

Strategy

- Trading the muffin's butter content with shortening, an alternative with more stable pricing and availability, as well as a lower cost per pound.
- Replacing the butter's attributes with our Butter Buds® Butter Flavor AB, which provides a higher fat, European-style richness with strong sweet butter middle and base notes.



SOLUTION:

Butter (25% of control recipe) was replaced with:

- Butter Buds® Butter Flavor AB (1% of test recipe)
- Shortening (24% of test recipe)

At just 1% usage rate in the test recipe, Butter Buds® Butter Flavor AB added the required richness, leaning towards sweetness and melted 'brown' notes.

Butter Buds® products work well in formulations with a variety of shortening formats, from solids to oils and flakes.



Butter Buds® Butter Flavor AB

A richer, sweeter, premium butter profile offering a decadent taste experience.

Description:

Butter Buds® Butter Flavor AB adds fatty richness to a variety of sweet and other baked goods including muffins, cookies and rolls, as well as dry mixes. It is produced by liberating the fatty acids in butterfat, then encapsulating into a water-soluble powder by spray-drying with maltodextrin.

Usage level:

0.25 - 1.0% of total batch weight

Butter Buds® real dairy concentrates provide functionality—including mouthfeel, taste, texture and masking off notes—as well as delicious flavor.

Perfecting the art and science of taste and texture, we help make food and beverages taste delicious. We are dairy experts because we work with real dairy. Our products help your bottom line due to their low usage rates. And our technical expertise and knowledge can help with speed to market, scalability and commercialization efforts.