



REAL DAIRY FOR REAL RESULTS

Better Flavor, Better Texture...
and a Better Label



WHY DEMAND FOR REAL DAIRY CONTINUES TO GROW

Even with the move toward dairy alternatives and plant-based dairy substitutes, real dairy continues to be a critical player in today's food and beverage landscape.

What does this mean for food manufacturers looking to maintain—and even extend—their product line appeal? Turning to real dairy options not only helps improve texture and taste by masking off-notes, it also adds label appeal for today's consumers who are looking for familiar ingredients they recognize and understand.

THE CONSUMER DESIRE FOR REAL DAIRY

The fact is, real dairy continues to be a desired ingredient for a number of reasons:

- Consumers know where real dairy comes from and appreciate its strict chain of supply
- Real dairy is versatile and flavorful
- Real dairy provides plenty of opportunities for clean label and organic applications
- Real dairy has an established health halo because it provides natural nutrition such as protein, calcium and vitamins¹



56% OF CONSUMERS SURVEYED SAID:

"I generally view dairy as having a positive impact on health."¹



THE FUTURE LOOKS BRIGHT FOR REAL DAIRY

Real dairy is on the upswing, as the “back-to-basics” trend continues to thrive and consumers seek out more naturally nutritious products.



Global CAGR of 5.2%

The global dairy market projected growth over the forecast period (2022 - 2027)²



↑ 8% per capita

The increase in demand for all dairy products over past decade³

REAL DAIRY AND ALTERNATIVE DAIRY SHARE A PLACE IN CONSUMERS' HEARTS



of all
plant-based dairy
consumers still buy
conventional dairy⁴



of consumers
buy real dairy
products⁵



of consumers include
real dairy purchases
along with their
alternative dairy
purchases⁵



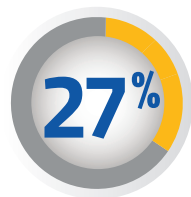
WHAT OPPORTUNITIES EXIST TO TAKE ADVANTAGE OF REAL DAIRY?

TRADITIONAL DAIRY APPLICATIONS

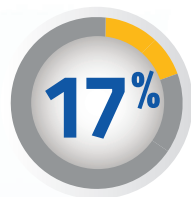
Three of the most popular and traditional applications that utilize real dairy, butter, cheese and yogurt, have seen significant growth over the past several decades.⁶

Real dairy products have continued to flourish even in the days since dairy alternatives became an option.

Since 1975:



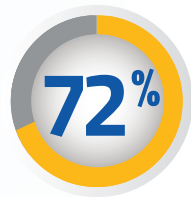
Per capita consumption of butter has increased nearly 27%



Per capita consumption of natural cheese is up 17%



69% of consumers have eaten natural dairy cheese made from cows' milk⁷



72% of yogurt shoppers anticipate eating the same amount in the next 12 months⁸

BENEFITS BEYOND DAIRY APPLICATIONS

The opportunity to integrate real dairy extends well beyond traditional dairy-based applications.

Real dairy has been used extensively to improve flavor, texture and potential label appeal for the following applications:



Bakery



Confectionery



Beverages



Sauces/
Dressings



Soups



Snacks



Seasonings



Desserts



Processed
Meats



Ready Meals



EXPANDING REAL DAIRY'S APPEAL WITH CONSUMER INSIGHTS

The rising number of variations in dairy products provides consumers with expanding product options, elevating interest and ultimately driving sales. Innovating products that provide consumers with great taste and mouthfeel, unique dairy flavor experiences, and incorporating ingredients that enhance dairy's functional benefits is key.

GREAT TASTE AND TEXTURE

Taste and texture reign supreme with consumers. In fact, taste remains by far the most important purchase driver, coming out on top for decades. Not only do 8 out of 10 consumers say taste has the number one impact on their decision to buy certain foods and beverages, the majority say, "I pay close attention to the flavors and textures of my food as I eat."⁹

Consumers prefer real dairy for its full, rich, creamy taste and texture.

Ingredients that deliver on these favorite dairy attributes can provide a winning combination in the marketplace.



21% of 'dual dairy' types (those who purchase both real dairy and dairy alternatives) go out of their way to try new flavors of dairy products.



25% of consumers are interested in trying new dairy flavors that are co-branded.¹¹

HOW TO OVERCOME THE CHALLENGES THAT REAL DAIRY FACES

Innovation plays a critical role in ensuring real dairy products continue to remain relevant. While a majority of U.S. adults believe that dairy products have a positive impact on health, consumers are still turning to dairy alternatives. Therefore, real dairy products must have a strong level of appeal to those who are turning to dairy alternatives, as well as to dual dairy consumers.

LOWER YOUR COST

Today, the prices of traditional dairy products have been skyrocketing. Wouldn't it be great if you could get dairy taste and texture—and curb costs—at the same time? With Butter Buds® real dairy ingredient solutions, you can.

When it comes to cost, optimal flavor strength results in lower usage levels to equal substantial cost savings.

For example, Butter Buds® 32X butter concentrates impart richness and flavor enhancement to soups, sauces, dehydrated potatoes, cheese seasonings and bakery, at a usage level of just 0.5 - 2.0% of total batch weight.

Yogurt Buds enhance and/or add cultured yogurt flavor to beverages, spreads, confectionery, bakery fillings and dessert mixes, at a usage level of a mere 0.10 - 1.0% of total batch weight.

In the case of these and many other Butter Buds® products, you will find substantial cost savings through lower usage levels.



LEVERAGE REAL DAIRY'S LONG LIST OF ATTRIBUTES

Highlighting the real dairy attributes of protein, calcium, vitamins and minerals is a great way to generate more interest and combat any assumption that dairy products are high in fat and calories.

Along with creating new flavor profiles, there is an opportunity for real dairy to expand into new categories such as athletics and sports drinks or midnight cereal snacking.

Using natural or organic real dairy is another way to attract health-minded consumers into your circle. Attracting parents with kid-focused dairy products is also an effective measure.

GIVE CONSUMERS REAL DAIRY OPTIONS THEY CAN BELIEVE IN

Being able to tailor your real dairy product offerings to the evolving tastes of consumers helps position your brand for a better bottom line.

Consumers are also often influenced by certain attributes that give dairy products an even shinier health halo.

Consumers stated that they perceive these attributes as healthy:¹⁴



All Natural



Organic



Non-GMO

Knowing where a dairy product comes from is also important to consumers. In fact, 80% of consumers “must know” or “would like to know” about the product’s ingredients.¹⁵

REAL DAIRY INGREDIENTS FOR REAL CONSUMER APPEAL

Butter Buds® dairy flavor concentrates are real dairy ingredients that combine a unique enzyme modification process and encapsulation technologies to create a more satisfying eating experience.

RICH DAIRY FLAVOR AND IMPROVED FUNCTIONALITY

Butter Buds® real dairy ingredients add rich butter flavor and full-bodied mouthfeel with better texture, while masking off-flavors and rounding out any harsh notes in a variety of applications. Butter Buds® products offer unique flavor profiles and functionality for delicious, healthy, ingenious ingredients that help deliver consumer-pleasing finished products.

And because Butter Buds® products are made with real butterfat, they provide up to 80 times the flavor and strength of real butter, which translates to better flavor and cost optimization through low usage rates.

To meet the ever-increasing demands for more healthful dairy options, Butter Buds® offers lines of both certified organic and clean label concentrates. Lower-fat applications can be formulated with Butter Buds®, to retain the flavor and eating pleasure of their full-fat counterparts.

DAIRY INGREDIENT EXPERTISE

Working with real dairy ingredient experts, like those at Butter Buds®, can give you an edge when it comes to formulating your next food or beverage innovation. They use their scientific expertise, practical experience and efficiency to help craft on-trend dairy solutions that provide functionality as well as flavor.

COLLABORATION AND COMMITMENT

With a customer-focused R&D department and a state-of-the-art Applications Lab, the experienced food technologists and product development specialists at Butter Buds® work closely with customers to reformulate existing products and develop new ones to respond to consumer trends and market demands.

Committed to high-quality ingredients and customer service, the R&D and Applications Teams:

- Carefully choose the appropriate dairy specialty ingredient
- Provide real dairy functionality and flavor that meets customer requirements
- Create an exact solution for product reformulation
- Make modifications to original sample to ensure success
- Work with customers' existing products, determining the best ingredient solution and dosage level for time savings in product development



THE BENEFITS OF BUTTER BUDS®

Butter Buds® collaborates with their customers to proactively explore new trends, products and formulation possibilities at their state-of-the-art production facility in Racine, Wisconsin.

All of this real dairy innovation takes place right in America's dairy heartland. Not only does this help reinsure the true quality of Butter Buds® real dairy, it's a testament to their Midwest values of collaboration and putting customers first.

The Butter Buds® team also serves up issue-free service and reliability along with their consistent flavor enhancement solutions that answer the needs of today's brands.

BUTTER BUDS® OFFERS CUSTOMERS:

- **R&D and Applications expertise**
 - Highly trained R&D dairy scientists
 - Experienced food scientists and product development specialists
 - 8,000 sq. ft. Applications Lab
- **Speed of implementation**
 - Prompt sampling process
 - Quick turnaround time
- **Efficacy**
 - High-impact products with low usage rates, resulting in low cost of use
 - Responsive, consistent and reliable product
- **Documented adherence to labeling standards**
- **Responsive customer service**
 - From a traditional, family-owned company



BUTTER BUDS® REAL DAIRY PRODUCTS



BUTTER BUDS®

Versatile butter concentrates used to create and enhance the high-quality, delicious and bold dairy flavors that consumers are hungry for. Available in a variety of products and formats.



CHEESE BUDS®

Cheese Buds are concentrated cheese flavors made with real cheese. This includes the unique line of X-Blends concentrated cheese blends designed to replace spray-dried cheese or cheese powder blends.



CHEESE BUDS® 32X CHEDDAR

A groundbreaking ingredient solution that offers an explosion of rich cheddar flavor. Sure to be an absolute game-changer for snacks, entrees, sauces, seasonings and more.



CREAM & MILK BUDS®

These as well as Buttermilk Buds®, Sour Cream Buds Concentrate and Yogurt Buds optimize flavor and mouthfeel because they are produced from fresh dairy products.



ORGANIC AND CLEAN LABEL OPTIONS

An organic line that is made with certified organic ingredients that still provide the same benefits as their non-organic options. The clean label concentrates address the growing demand while meeting modern formulation requirements.

INTERESTED IN BRINGING YOUR PRODUCT TO MARKET FASTER?

We are your flavor enhancement partner. And, we can help with speed to market, scalability and commercialization.

**LET'S START A PROJECT TOGETHER.
CONTACT US HERE**



SOURCES

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