



First Choice
INGREDIENTS

A company of dsm-firmenich

BUTTER CONCENTRATES

Less Butter. More Impact. Improved Cost



dsm-firmenich

Butter Concentrates Benefits

Concentrated Butter 5x & Butter 111504P

Butter Concentrates mitigate volatile butter costs by replacing commodity butter, while maintaining a rich and creamy flavor and enabling dairy to remain on the label.

Butter Concentrates can be used in any application where butter is used. Our technical team can support all your product application needs while balancing flavor, improving functionality & significantly delivering cost savings formulas.

Concentrated Butter 5X Benefits

- **Labels as butter, natural flavor**
- Rich and creamy authentic butter
- Delivers 5X the flavor impact compared to AA butter
- Applicable in all butter applications (Spreads, sauces, cookies etc.)
- Provides significant cost savings in comparison to market pricing of butter



Butter 111504P Benefits

- **Labels as butter**
- Clean and simple ingredient statement butter (Cultured cream, salt)
- Rich and creamy authentic butter
- Delivers 5X the flavor impact compared to AA Butter
- Applicable in all butter applications **because it is butter** (Spreads, sauces cookies etc...)
- Provides significant cost savings in comparison to market pricing of butter

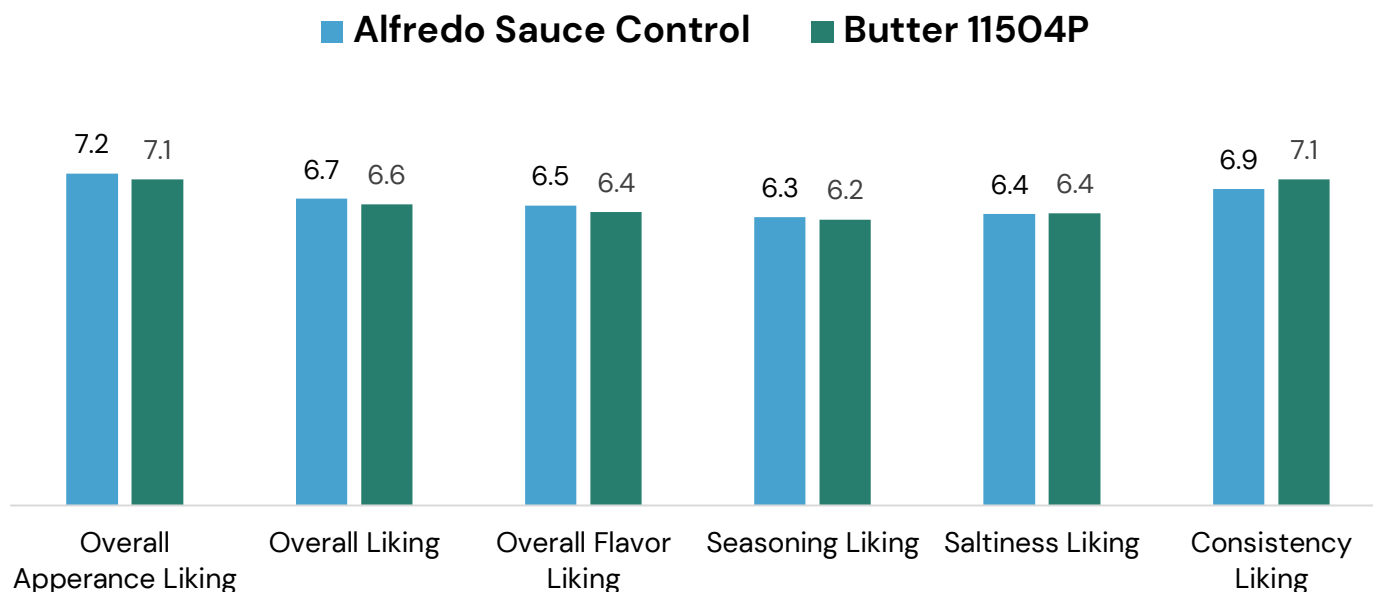
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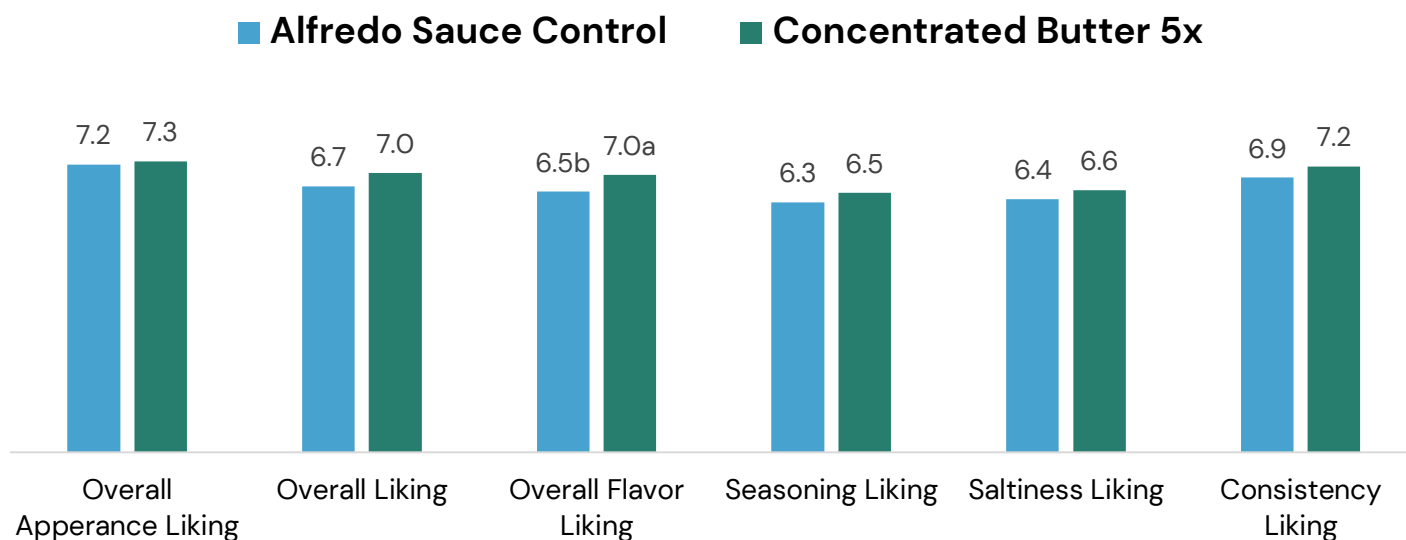
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Case study:

100% butter replacement with Concentrated Butter 5X and 11504P in Alfredo sauce



- To assess consumer acceptance for Butter 11504P and 5X as functional replacements for AA Butter; a consumer CLT test was conducted in an Alfredo sauce application with the Control made using AA Butter while test products had the AA Butter replaced and used either 5X or 11504P.
- Results: Butter 11504P generated parity Overall Flavor Liking to Control while Concentrated Butter 5X generated stronger Overall Flavor Liking over Control.**



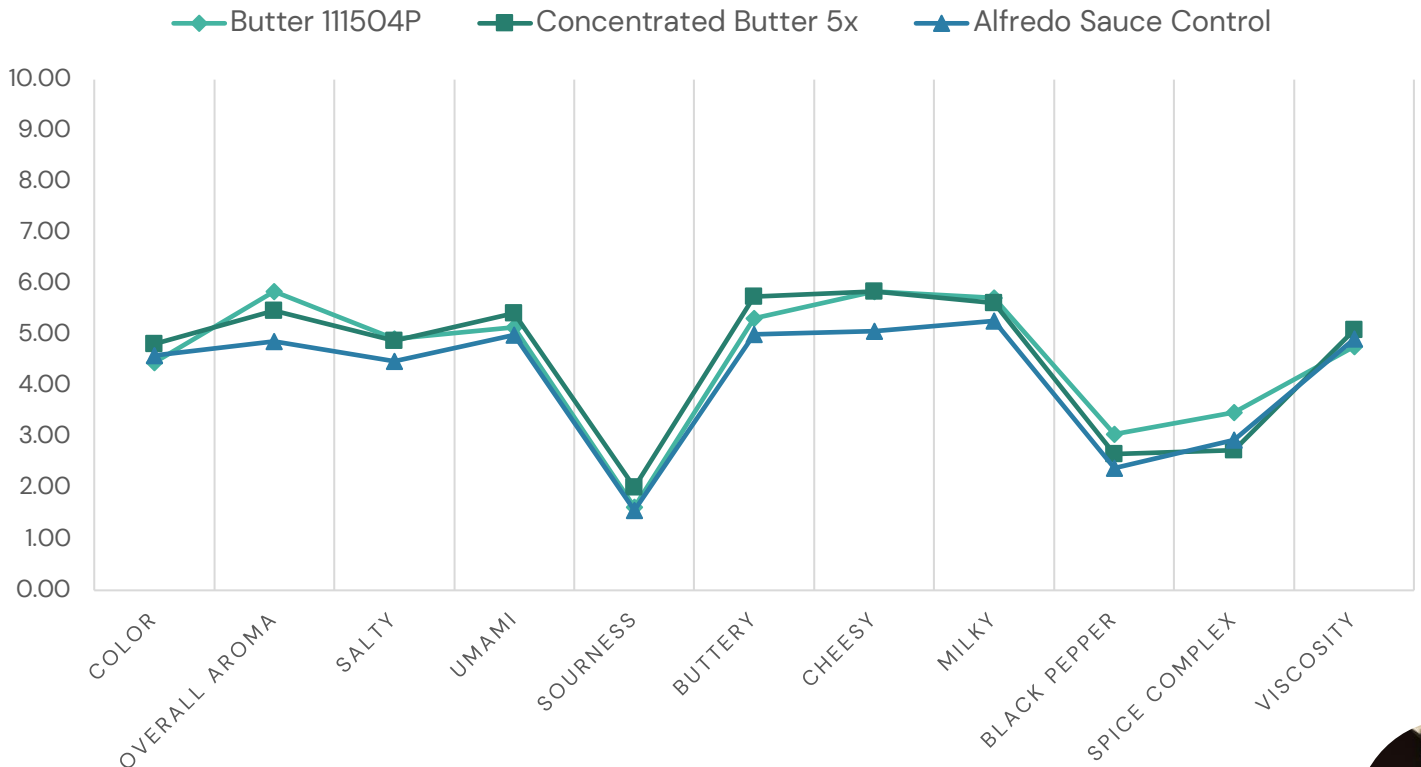
Source: dsm-firmenich Friends & Neighbors Panel CLT n=42, February 2024. Liking Scale: 1=Dislike Extremely – 9= Like Extremely
a/b denote statistically significant at 90%CI

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Quantitative Descriptive Analysis

100% butter replacement with Concentrated Butter 5X and Butter 111504P in Alfredo sauce



Scale: 1= Imperceptible – 10= Extremely Pronounced–Source: n=12, Date: 2//2024, Friends & Neighbors Panel

Conclusions

- We can demonstrate improved liking in Alfredo vs butter
- Provide cost saving with parity on key attributes
- Deliver the same desirable taste as butter with a lower cost



For more information or samples please contact your dsm-firmenich Account Manager.

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