

BUTTER

Naturally Delicious



Driven by strong consumer desire for natural food products, butter boasts a significant resurgence. Americans place a higher value on products with fewer ingredients and butter fits this trend perfectly. The ingredient deck is simple: for sweet butter, the only ingredient is cream; salted butter contains cream and salt. This is a restaurant operator's dream, and it's ideal for everything from condiments to baking to sauces.

BUTTER FACTS



California is the largest butter producer in the country. In 2017, California dairy processors churned **534 million** pounds.

Commercial butter in the U.S. contains **80-82%** milkfat; in addition, there's **16-17%** water and **1-2%** solids (mainly protein and salt). European-style butter is a cultured butter churned longer to attain at least **82%** butterfat.



The word "butter" is derived from the Greek word *bou-tyron*, which translates to "cow cheese." Its first recorded use goes back 4,000 years.



Real California butter is full of nutrients including: Conjugated linoleic acid – an anti-inflammatory fatty acid, healthy saturated fats, butyrate (an anti-inflammatory) and Vitamins A, D, E, and K2.



STORAGE & HANDLING

- Store butter in the refrigerator tightly wrapped or in a covered dish.
- Keep it away from highly aromatic foods so it doesn't pick up external flavors.
- Butter is safe at room temperature for short periods, but refrigerate to maintain peak flavor.
- To freeze butter, overwrap the original package with aluminum foil. Subsequently, to soften butter quickly, cut it into 1/8th-inch slices and place the slices in a bowl. Or grate the frozen butter with a box grater. For best results, do not soften butter in a microwave.
- Frozen salted butter will generally maintain best quality for about 12 months, while unsalted butter will stay at peak quality for about six months; in both cases, the butter will remain safe beyond those times.



FOODSERVICE APPLICATIONS

Back-of-the-House

As a cooking ingredient, butter is better because of its rich flavor, moisture and ideal melting properties.

Butter has a higher smoke point than olive oil and enhances the flavor of everything it's cooked with, such as meats and vegetables. Butter also adds a silky, creamy texture to sauces that provides a vibrancy and improved mouthfeel. New uses for butter include as an ingredient in tomato sauces and in coffee, in place of cream or milk.

When cooking with butter, chefs recommend cutting it into pieces before melting. Additionally, butter continues to cook after it is taken off the heat – it's best to monitor cook time for maximum flavor. Chefs prefer unsalted or “sweet” butter to control the salt amounts in recipes.

Due to butter's popularity and superior nutritional, restaurants have adjusted their menus. McDonald's switched from liquid margarine to butter for its Egg McMuffin® to improve flavor. Jack in the Box Buttery Jack® burger includes a melted garlic herb butter.

Chefs are poaching fish dishes with butter to add rich flavor and preserve moisture. Butter-poached lobster, shrimp and salmon are also growing in popularity.

Front-of-the-House

In restaurants, bread and butter is often the first food served; setting expectation levels on quality. Of course, nothing compares with a dollop of whipped butter on pancakes and waffles. The popular “all-day-breakfast” trend opens the door for operators to slather butter on toast 24/7.

Garnish fresh asparagus, steamed broccoli and baked potatoes with butter to delight restaurant patrons. When asked what makes the difference between restaurant and home-cooked food, many chefs respond that it's their favorite ingredient ... butter.

WHAT'S TRENDING

Coffee Surge Spurs Demand for Bakery Goods

Coffee houses have expanded their offerings of pastries, donuts and other baked goods. Many urban areas have also seen a resurgence in high-quality local bakeries. Butter is the base ingredient in bakery recipes offering delicious flavor.

Marginalizing Margarine

Americans crave real butter at the expense of margarine, a trans-fat loaded product made from partially hydrogenated vegetable oils. In recent years, as consumers are more aware of the health risks of trans-fats, they have drastically cut back on margarine and turned to butter. Foodservice operators have capitalized on this trend.

Boosting Flavor of Butter

Inventive foodservice operators are expanding their use of butter to match the growing demand. Compound butters are featured in both sweet and savory dishes. For sweet compound butters, add lemon or orange zest, maple syrup, honey or cinnamon to spread on pancakes, waffles or cornbread. Savory compound butters use herbs like rosemary, spices or nuts and are used to top beef, pork, or fish and boost the flavor of vegetables. Smoked butter capitalizes on Americans' craving for smoked meats. It's excellent on brisket, corn-on-the-cob and biscuits.

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For more information about CMAB Foodservice:
209.883.6455 (MILK) | businessdevelopment@cmab.net | www.RealCaliforniaMilk.com/Foodservice