The logo for Epicurean Butter features the word "EPICUREAN" in a bold, black, sans-serif font, with the word "Butter" in a large, elegant, black script font below it.

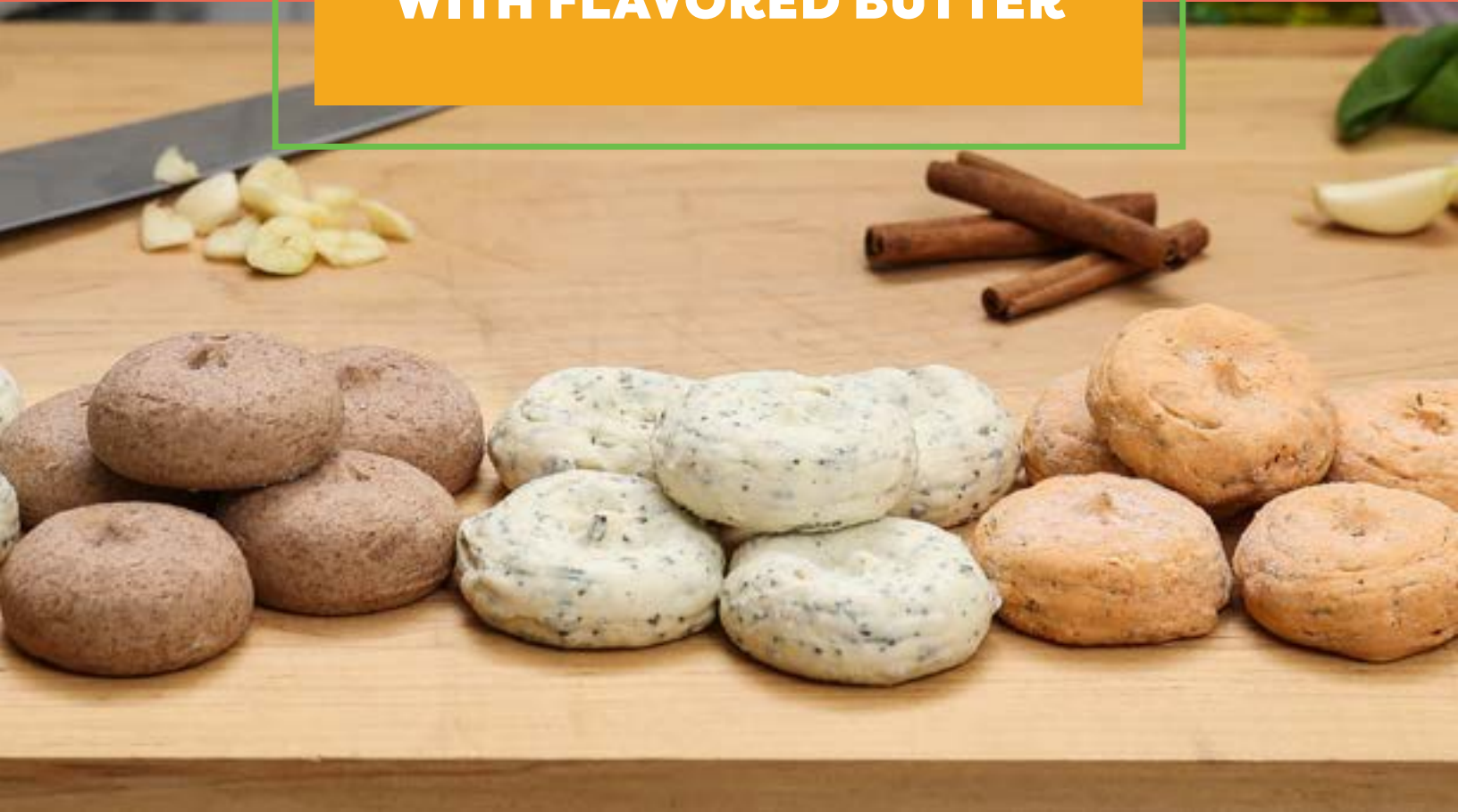
EPICUREAN
Butter

FLAVORED BUTTER



MAKES EVERYTHING TASTE BETTER

**HOW TO ELEVATE YOUR
READY TO COOK OR
READY TO EAT
MEAL OFFERINGS
WITH FLAVORED BUTTER**





INTRODUCTION

The fresh-food meal kit industry is on trend to generate sales of [over ten billion dollars by 2024](#). While these brands were given a boost thanks to lockdowns caused by COVID-19, the appeal of convenience doesn't appear to be fading even as we begin to emerge from the pandemic. Plus, [81% of Americans](#) believe cooking these meals at home is healthier than eating food prepared at a restaurant, likely because they know exactly what they are putting into their meals.

However, the popularity of meal kits doesn't tell the whole story—let's take a moment to look at ready to cook meal offerings as a whole.

Frozen foods used to be known as unhealthy options—think the old school TV dinner now referred to as “heat and eat” meals as opposed to “ready to cook.” But as taste, quality, and healthy options have improved over the years, the frozen food industry has grown—doing over 2.3 billion dollars in sales in 2021. Additionally, the global frozen vegetables market is on a trajectory of a compound annual growth rate of 5% between the year 2018 and 2025.

So, we know both ready to cook and heat and eat foods are rising in popularity. What does that mean for you? It means added pressure to stay competitive, for one. Driving profit, working efficiently, creating quality ingredients and meals, and keeping recipes exciting and delicious for consumers is an uphill battle. **The good news is flavored butter can help.**

• Introduction	1
• Improve Quality	3
• Simplify Process	4
• Capitalize on Trends	5
• Increase Value	6
• Why Epicurean Butter as Your Wholesale Butter Partner?	7

A kitchen scene featuring a tub of Epicurean Butter in the foreground. The tub is white with a black lid and a green label that reads "EPICUREAN Butter" and "ROASTED GARLIC HERB". To the left of the tub are several potatoes. In the background, there is a white plate with meat, a small bowl of sauce, and a tall bottle of oil. A green banner with white text is overlaid on the image.

HOW TO ELEVATE YOUR READY TO COOK OR READY TO EAT MEAL OFFERINGS WITH FLAVORED BUTTER



IMPROVE THE QUALITY OF YOUR DISHES AND KITS

Shoppers and home cooks want meals that are easy to prepare and require fewer components, yet taste like they took hours to make. In addition, butter is back in the minds of consumers. With the rise of non-dairy and plant-based alternatives comes a response [that rejects what families see as “fake” or overly processed foods and ingredients.](#)

The idea that full fat ingredients like butter are cleaner, more natural products than overly processed alternatives has caught the attention of consumers, making them more likely to reach for butter and fresh herbs to enhance their meals and sides over oils and more chemical-based flavorings. For example, the popular Keto and Atkins diets revolve around low carb, high fat meal planning.

As more and more people learn the benefits of cooking from home, more and more people are paying attention to exactly what they are using to make these meals. Real butter with fresh herbs and spices are winning again, and consumers can taste the difference.





SIMPLIFY THE PROCESS FOR YOUR CONSUMERS

When people buy meal kits and frozen meals, it's because they want both the experience of cooking a meal from the comfort of their own home and as much simplicity as possible. Providing clean, pre-flavored ingredients is one way to deliver on that quality while also allowing your customers to save time and effort. After all, more people are cooking from home as a result of the pandemic, but that doesn't mean all of those people like to cook.

Some of your product sales likely skyrocketed because people who don't like to cook were forced to because of either loss of income or restaurant closures. As we reemerge, it's not a given that those people will continue cooking. In fact, we'd say it's pretty likely some of them still don't like it at all. Additionally, even consumers who like to cook [experienced recipe fatigue](#) stemming from the constant burden of cooking over recent years.



We saw a big rise in meal kit companies over the pandemic, some of which our products are already in, and what these meal kits did is teach people how to cook. People are still choosing to cook at home now that they know how enjoyable it is and how much money they save. Epicurean Butter has helped make it easier for them to make those kinds of meals at home. They don't have to always go to restaurants and spend the money to have that quality, so I think we'll still see people cooking at home more than they did pre-pandemic.

- Niloy Phukan, Chief Commercial Officer



So how exactly do you keep both those who have a newfound love for cooking and those who are more prone to takeout as customers once they have restaurants as options again?

You keep the process simple. You make their lives easier. While new meal-kit delivery options are popping up around every corner, the in-store meal kit trend is just now picking up steam.

A consumer with recipe fatigue or a dislike of cooking is far more likely to choose your pasta kit that contains everything they need to make dinner over having to shop for every ingredient separately. Or if they stop into their local grocery store cafe and see both a self-serve salad bar and [pre-packaged salads for them to grab and go](#)—chances are they'll reach for the package and buy more of them so they can have a few for later in the week.

On top of that, a consumer who signs up for a meal kit delivery service is going to be happier to not have to make sure they have enough butter on-hand if you send it to them rather than assume they have it as a pantry item already. Give them everything they need, and they'll keep coming back.

With wholesale products like Epicurean Butter, customers get delicious, restaurant-quality meals in their own home and the satisfaction of knowing they cooked that meal themselves—without the strenuous efforts that go into creating all the gourmet ingredients like flavored butter. It's a perfect middle-ground for home chefs who want to take it easy.

CAPITALIZE ON NEW FLAVOR TRENDS

Professional chefs in restaurants have been jumping on the flavored butter bandwagon [since around 2017](#), because they can have fun elevating what's been known for centuries as an everyday necessary staple—hence the old saying “the bread and butter.”

In 2022, food trends are centering around getting back to the basics. The unpredictability of the last two years has left people needing to feel safety and comfort in their food. Jennifer Clancy, customer experience marketing leader at IFF (International Flavors & Fragrances) [expanded on this recently](#). She said:

“The flavors of 2022 will inevitably be influenced by the pandemic and the unpredictable world around us. Tapping into all areas of life, we see flavor being an avenue to health, comfort, nostalgia, adventure, and luxury. Each category has its own flavor profile and delivers a unique value consumers are seeking.”

Think childhood favorite flavor combinations that trigger nostalgia, like [cinnamon and sugar](#), but with a modern twist.

Conversely, many people who are feeling suffocated by their limited ability to travel over the last couple years have triggered a need for something brand new—and a global experience. Travel through taste is trending, and consumers want a way to experience global flavors like [Tuscan herb and truffle butter](#), that can transport them from home to anywhere they please.

Phukan predicts that regardless of the specific flavors, the popularity of flavored butter is only going to increase:

“In 2022 we’re seeing flavored butter catch on. Before the pandemic, higher end grocery retailers like Publix and Whole Foods were leaning into it and using brands like ours to provide their store line of flavored butter. Now you’re even seeing retailers like Walmart carry it. Whether a private label or store brand, you’re going to notice flavored butter in just about every department of every retailer now—from the freezer to the deli—in order to offer consumers more convenience and higher quality meals. Consumers don’t want preservatives and highly processed ingredients like margarine anymore. They want simple, full-fat, and full flavor.”



When you experiment with flavored butter and use a partner ready to innovate alongside you, the ability to jump on trends and give consumers what they want, when they want it becomes easier. When you have the wiggle room and the resources to be nimble, you can flex your creativity without having to worry about creating an entirely new recipe or reinventing the wheel every single time.

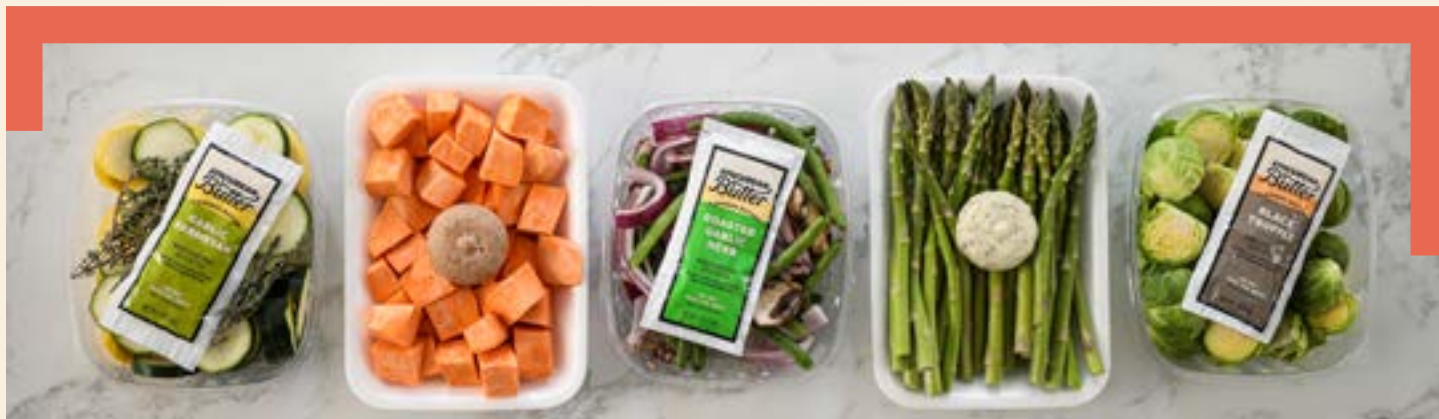


ENSURE QUALITY, FLAVOR, AND CREATIVITY—AND CHARGE MORE MONEY FOR IT

As we mentioned earlier, consumers want delicious food that's quick to prepare and good for them. When it comes to business, we all know that you can prioritize only two of the following three: 1) high quality 2) fast speed 3) low price. So when quality of ingredients and speed/simplicity for consumers are prioritized, the price can go up to reflect that. You're providing more value to the consumer, which can drive more profits and growth for your business.

Choosing quality, pre-made ingredients like Epicurean Butter for your ready to cook meal offerings is a fantastic way to ensure your customers are receiving the best flavor and the most innovative meals to help make their lives both easier and more satisfying.

When you provide these quality ingredients as part of creative, elevated dishes, you can raise your prices to reflect that quality. That means buying wholesale gourmet ingredients doesn't only cut costs, but also allows you to increase your margins, too.





WHY EPICUREAN BUTTER AS YOUR WHOLESALE BUTTER SUPPLIER FOR READY TO COOK MEALS AND SIDE OFFERINGS?

Epicurean Butter aspires to be a true partner to your research and development, production, and culinary teams. We bring to that partnership:

- A wide variety of products, formats, and flavors to suit your needs
- Superb butter quality created using only fresh and fresh frozen ingredients
- A history of longevity in our relationships with existing partners
- The ability to work with our team to create custom butter solutions for you

Our experts spend all of their time perfecting flavored butter so you (and your consumers) don't have to. You can focus on your craft and operations while we do what we do best.

Epicurean Butter delivers predictable, reliable quality so you can do more with less.

[Contact us to learn more or request a complimentary sample of our butter.](#)

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