



Consumer Preference Report

Consumers reveal butter preference when eating out



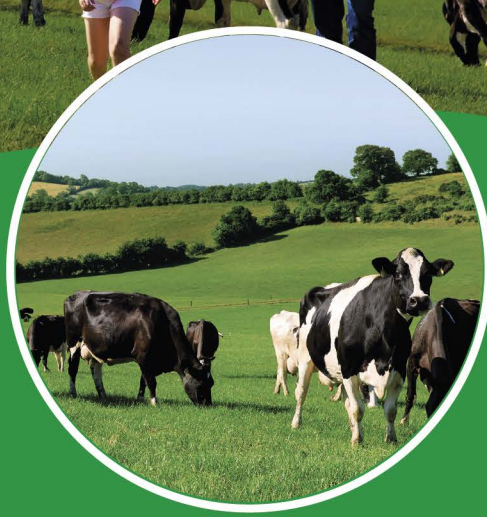
89%

agreed that Irish butter has an amazing reputation for quality and taste



90%

prefer butter to margarine when eating out due to its superior taste



91%

said 'clean labelled' foods were either important or very important to them



77%

believe it is better quality than margarine



75%

prefer butter because it is a natural product



Did you know?

Grass on the Island of Ireland is full of beta carotene, which has a natural yellow pigment. As Lakeland Dairies' cows are naturally grass-fed, this creates the wonderful yellow colour in their Pure Irish Butter.



62%

trust branded butters and associate butter mostly with toast and teacakes



60%

believe Irish butter represents a better quality of establishment



(Source - Lakeland Dairies consumer survey of 275 UK consumers aged 18-75, Nov 2021)



Lakeland Dairies is a 100% farmer-owned Irish dairy co-operative. Generations of family farming expertise goes into creating each and every product.

For more information visit www.lakelanddairies.com/foodservice or contact care@lakelanddairies.com

[f lakelanddairiesfoodservice](https://www.facebook.com/lakelanddairiesfoodservice) [@lakelandFS](https://www.instagram.com/@lakelandFS)

From lush green pastures we create products trusted by chefs

