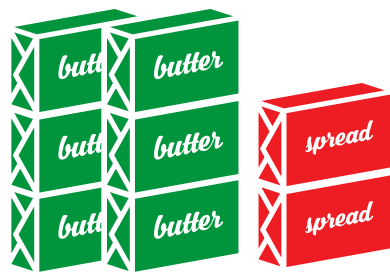


BUTTER *is* BETTER

10 Reasons to Butter up Your Menus

Demand for Butter is Spreading!



Between 2010 and 2015 UK butter sales rose by 29% overtaking spreadable fats and oils.¹



The No.1 reason 71% of people choose real butter is for its great taste!²

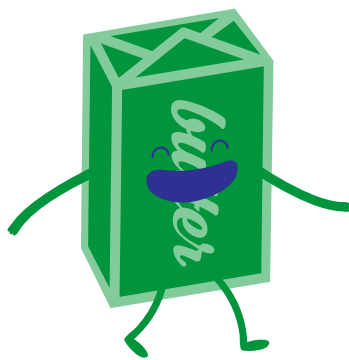
People also choose it because it's a natural dairy product...



...and better quality than margarine.²

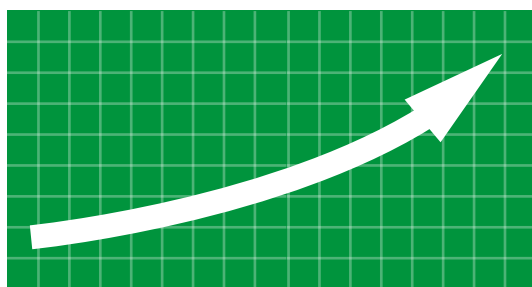
Real Food

Real and natural food is a big consumer driver...

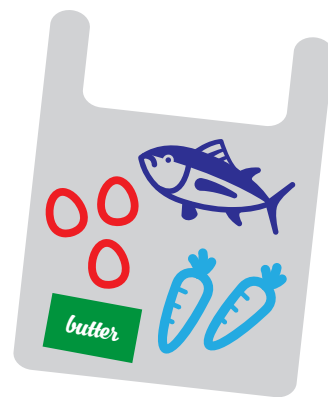


...with research supporting the benefits of eating butter and all those natural good fats!³

DEMAND FOR BUTTER



16-44s are driving the demand for butter - a key market for eating out.⁴



8 out of 10 people prefer their food to be made using pure and natural ingredients, such as real butter.²

Provenance Pays

8/10 people would think more of a food offering overall if they were given butter from an Irish dairy co-operative and... 61% would pay more for a dish made with it!²

IRISH DAIRY CO-OP

Consumers want to know where the food they eat is from

♥ Love Lakeland

Lakeland Dairies pure and creamy butter is lovingly made using high quality milk from 2,200 Irish family farms – just look for the shamrock! 🍀

To make the most of the boom in butter email info@pritchitts.com

www.Pritchitts.com

1. Euromonitor International, 2. Consumer Insight, Toluna March 2016, 3. Trade press, company research, store trade interviews, trade sources, 4. Mintel.