

FLAVOR SPOTLIGHT:

BUTTERSCOTCH



What's old is new again, with brands introducing retro flavor favorites, often with a modern twist. This interest in comforting profiles creates an opportunity to take butterscotch beyond grandma's candy dish, and into your innovation! A cousin to caramel and toffee, butterscotch is made with boiled brown sugar and butter, and has a sweet, creamy taste with notes of molasses. No scotch involved! Already prevalent in confections and desserts, there is an opportunity to pair butterscotch with other indulgent flavors or take it into new applications.

TREND SIGNALS

62%
of consumers love or
like butterscotch.
Datassential, Consumer
Preferences, US

Butter Beer, a beverage from Harry Potter, is described as tasting like butterscotch. Fandom for the magical series continues to be strong, especially with HBO planning to launch a Harry Potter TV Series in 2026, which may spark renewed interest in the fictional butterscotch brew.

*Butter Beer @ the Wizarding World
Adventures at Universal Studios*



FROM OUR EXPERTS

Butterscotch Vanillatini

Butterscotch is elevated in this modern, comforting cocktail. Rim your martini glass with crushed butterscotch candies to add flavor and a bit of crunch to this playful martini.

[Click](#) for recipe.

McCormick Culinary



“ **Butterscotch** is made up of two of my favorite things eat .. butter and brown sugar! Combined into gooey caramelized brown butter that is so sweet, it's even better when using as a flavor for popcorn, ice cream, and icing. ”

Menzie Clarke, Principal Flavorist

Contact us or [click](#) to request a **FREE BUTTERSCOTCH** flavor sample.

