FLAVOR SPOTLIGHT:

COOKIE BUTTER

Flavorsolutions

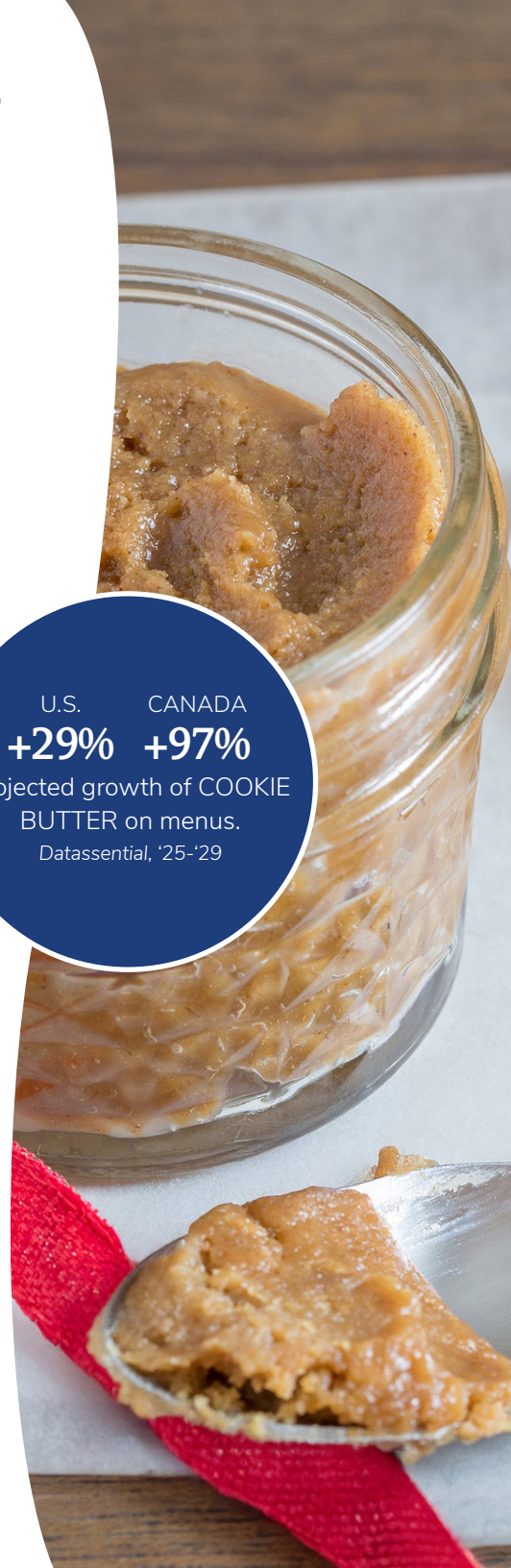
Enjoyed throughout Europe for many years, cookie butter has crossed the Atlantic and won over the tastebuds of North Americans. Made from spiced Dutch Speculaas shortbread biscuits, the sweet spread can be used just like peanut butter by topping toast, stuffing baked goods, or eating right from the jar! With cookie butter now accessible in the market, consumers are enjoying the spiced, indulgence spread. The profile has made its way into other sweet innovations like ice cream, desserts, confections and even coffee creamers.

TREND SIGNALS

U.S. **+45%** CANADA **+35%**
increase in avg. monthly Biscoff Cookie Butter Google searches, '23-'24.
Google Search Data via BrightEdge

72%
of consumers are extremely interested or very interested in cookie butter as a seasonal flavor.
McCormick Flavor Solutions U.S. Seasonal Survey, 2025

U.S. **+29%** CANADA **+97%**
projected growth of COOKIE BUTTER on menus.
Datassential, '25-'29



FROM OUR EXPERTS

Cookie Butter Flavor

To capture the taste of the popular spread, Laura Partida, Principal Flavorist, developed a cookie butter flavor that delivers toasty graham cracker and sweet, warm brown spice notes. Great for drinks such as coffee (hot or cold), protein drinks and alcohol, as well as bakery applications, puddings and gummies.

Contact us or click to request a **FREE** COOKIE BUTTER flavor sample.