

FLAVOR SPOTLIGHT:

**Mc Flavor**solutions

# BUTTERED POPCORN

Synonymous with movie nights, consumers embrace popcorn as a satisfying treat. Rich, buttery and salty, the profile of popcorn can cross into other applications and bring to mind the beloved theatre experience. Enhance savory flavors with the nuanced butter notes, or pair with sweets for next-level sweet and salty. No matter the innovation, a show stopping buttered popcorn flavor without having to go to the theatre is sure to please!

## FLAVOR SPOTTED



### Buttered Popcorn Jelly Belly®

The buttered popcorn jelly bean has been on the market for over 35 years and is the second most popular flavor according to Jelly Belly®.



### Premier Protein Protein Shake with Salted Caramel Popcorn Flavor

“Yes, it’s salty. Yes, it’s sweet. Yes, it’s the most unexpectedly delicious protein shake you’ve ever tasted.”  
premierprotein.com

U.S., July 2024

## FROM OUR EXPERTS

“Buttered popcorn tastes of nostalgia and evokes memories of catching a movie. Butter poured over the beloved popped snack amplifies the taste and the flavor duo is perfect for sweet and savory applications, like a salty buttered popcorn caramel or even buttered popcorn garlic breadstick.”

*Gabby Quintana, Principal Research Chef*

### Buttered Popcorn Hydration Drink

For a deliciously unexpected twist to hydration, Laura Partida, Principal Flavorist, developed a buttered popcorn flavor that was applied to a beverage. Delivering fresh popped popcorn and creamy buttery notes throughout, the flavor is great for a variety of drinks (protein beverages to alcoholic), baked goods and even gummies.

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

