



# AUTHENTIC BUTTER

## A SOURCE OF PLEASURE



*White, yellow, tender, smooth, soft, flavored, salted...*  
*Butter takes many forms, textures, colors and flavors.*  
*How can you tell the difference and how do you choose the best one?*

### FIRST THINGS FIRST, WHAT IS BUTTER?

Butter is the milk fat obtained by beating the cream pulled from milk. It consists, according to the regulations, of a minimum of 82 % of fats of dairy origin and of a maximum of 16 % of water in the form of droplets.

### ALL BUTTERS ARE NOT CREATED EQUAL

The best butter is given time. In Europe, the process of making butter is comprised of seven stages from milking to the dairy to the packaging. Above all, it is necessary to respect the time of maturation, of churning, of kneading. This time is what gives more value to the products: the taste, the aroma, the texture. So of course you will have understood: origin is one of the most important factors when choosing butter. European butter is an entirely natural product in its pure state. Making 1kg of butter requires 22 liters of milk. And that's it! By law, in France, only salt can then be added, to obtain a salted butter. It has been made the same way for thousands of years and is still the same smooth, soft and delicious product it has always been. Even through the ages, it has remained a natural and traditional product, an emblem of European agriculture and gastronomic cultures. Embedded in regional products and ancestral expertise, it is the benchmark product of pleasure and gastronomy.

### DID YOU KNOW?

**European butter**  
*is 100% natural: it only contains cream, milk and ferments.*

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**European butter**  
*is a traditional product, an emblem of European agriculture and gastronomic cultures.*

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**European butter**  
*can be yellow, because of the grass the cows eat!*



### BUTTER: COOK IT OR SPREAD IT!

Butter is a food, much more than a mere ingredient, and it reveals numerous flavors. It fits into elaborate dishes and simple recipes alike. Nowadays, we readily place it at the table, at the forefront, as we would do a noble product. Butter, an essential ingredient for new culinary trends, is an ever-renewed source of inspiration.

### BUTTER, OIL, MARGARINE: WHICH ONE HAS THE HIGHEST FAT CONTENT?

Butter and margarine have the same fat content: 82%. The butter is animal-derived, from cow's milk; the margarine is of vegetable origin, from sunflower seeds for example. However, oil (regardless of its type or origin) has a 100% fat content, by definition.

### WHITE BUTTER, YELLOW BUTTER, WHAT'S THE DIFFERENCE?

Be it yellow or white, butter contains 82% of fat. The yellow color is the result of beta-carotene, which is naturally found in milk and transforms into vitamin A in the body. Beta-carotene is found in grass fed to cows: the more the cow eats the grass, the more the butter will be yellow. Consequently, butter is more colored during spring, when cows eat new grass. Summer butter is also richer in vitamin D: it is synthesized by the cow when it is exposed to the sun, which in turn is found in the milk and the butter. In Europe, cows eat grass in the meadow, that's why you can find both white and yellow European butter!

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**BUTTER OF EUROPE**  
FRENCH BUTTER, THE SECRET  
TO MAKE THE DIFFERENCE



CAMPAIGN FINANCED WITH AID  
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#### **COOKING WITH BUTTER IS A MAJOR BASIS OF EUROPEAN CULINARY HISTORY**

More than 95% of chefs in France and Europe say that butter is essential for cooking and baking, especially for its flavor. Its malleable texture enables it to create audacious fantasies. This is why it is now widely used in cutting edge and refined dishes. But, above all, this aroma capturer has tickled the imagination of chefs, who create unusual, sophisticated recipes to surprise audiences of consumers who are becoming increasingly numerous and demanding. According to Eric Trochon, Meilleur Ouvrier de France 2011, "Butter is an incredible holder of aromas, the buttery note prolongs the taste of food in the mouth. It ennobles the simplest products and provides that little «French twist» which is essential for all other preparations."

#### **THE RIGHT AMOUNT OF EUROPEAN BUTTER. AND A DASH OF EXPERTISE**

Every chef has his own tips and secrets to use it wisely and in the right way. Above all, they recommend always choosing high quality butter containing 82%

fat and, in particular, to avoid substitute products such as vegetable fats and other blends. Using European butter ensures this high quality. Cooking with butter requires managing it as a raw material. In the same way as any other product, it has to be respected to preserve its qualities. Not overcooking it, not adding too much, to obtain the most flavorful dish, which must never leave an impression of fattiness or heaviness.

#### **BUTTER IN CHINESE RECIPES? WHAT A GOOD IDEA!**

Cuisine is in perpetual movement. Worldwide, chefs are rewriting the traditional codes for more creative cooking. The secret to achieving a modern approach? Using adaptable products like European butter!

Chef Tony Jiang, from Shanghai, told us: "Clarified butter is my secret: I mix 1/3 of butter and 2/3 of clarified butter to fry my sautéed vegetables, this makes them far tastier."

#### **Chef Tony Jiang's comment on his special recipe with European Butter:**

Steamed marinated yellow croaker in butter sauce is a typical dish of the city of Ningbo (eastern China). The yellow croaker is a golden colored fish with tender flesh and few spines, it is easy to cook. Ningbo pickled vegetables, «Xue Li Hong» in Chinese, are local, tender and crispy mustard leaves with a particular taste.

Cooking fish with marinated mustard leaves adds a variety of textures; the tenderness of the fish softens the crunchy vegetables, the blending of the flavors makes the dish irresistible. Adding to this Chinese dish, chef Tony Jiang borrows techniques from French cuisine and mingles them with Western elements. The flavors of the dish are underlined while its traditional style is maintained.