

# BETTER THAN BUTTER

**96% COCONUT-BASED, ORGANIC, AND METICULOUSLY** CRAFTED FOR CULINARY PROFESSIONALS.  
DESIGNED TO ENHANCE FLAVOR, TEXTURE, AND VERSATILITY IN HIGH-LEVEL KITCHENS.  
IT'S MORE THAN AN ALTERNATIVE—IT'S A REVOLUTION IN PLANT-BASED BUTTER.

Loved by Vegans, Trusted by Chefs.

We didn't just make another substitute—we created a butter chefs truly want.

Refined with Japan's top pastry chefs, its melting, texture, and flakiness were perfected to craft the ultimate croissant.

Now, what will you create?

Now, what will you create?



- ✓ For Professionals
- ✓ Beyond Substitution
- ✓ Superior Performance



MADE WITH  
**96%**  
COCONUT

Kosher in Fall 2025

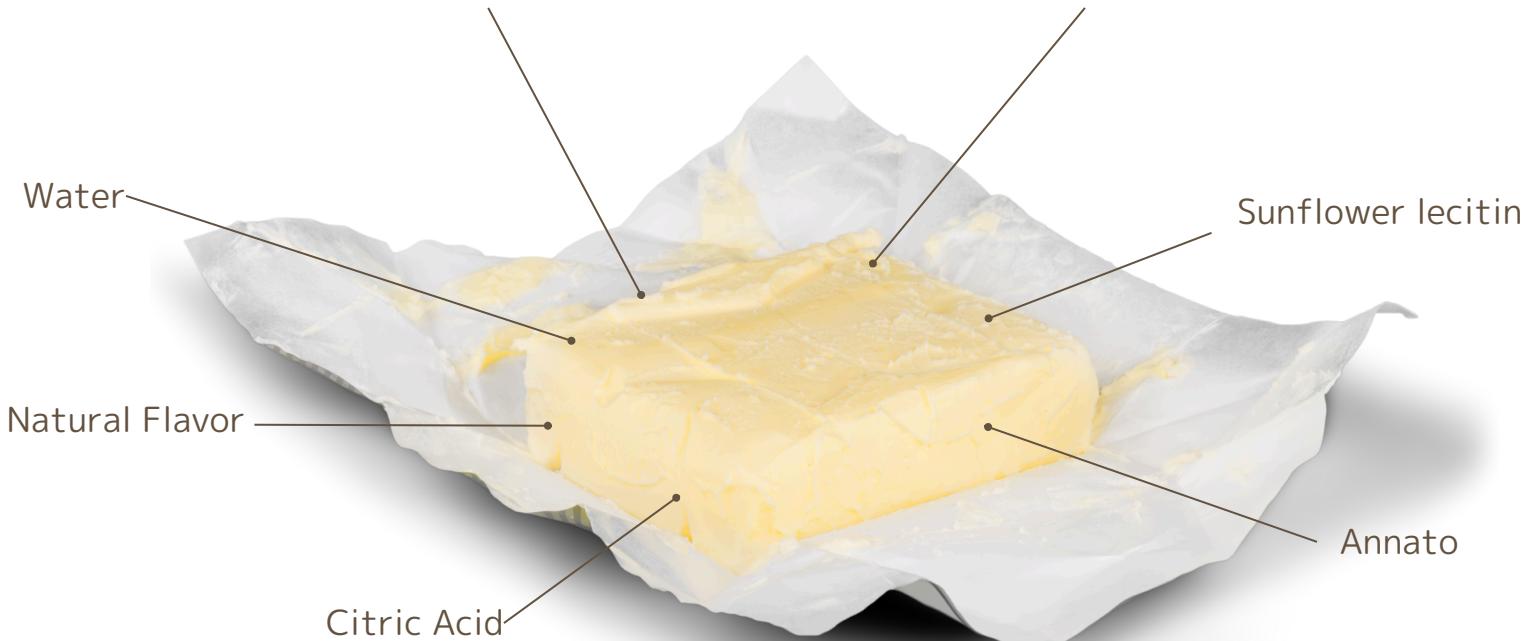
# 96% COCONUT, PURE & SIMPLE

Excluding water content



## Coconut Oil

## Coconut Milk



NO TRANS-FAT

NO CHOLESTEROL

NO ANIMAL

KETO-Friendly: Contains MCT Oil Derived from Coconut.

# REFINING PLANT-BASED BUTTER FOR CULINARY MASTERY.

Designed for chefs who demand excellence, our butter enhances everything from delicate pastries to velvety sauces. Unlock New Possibilities with Better Than Butter:



## 1. MELTING POINT:

Initial melting: 77°F - 82°F

Partial softening: 82°F - 90°F

Fully liquefied: 95°F - 104°F

## 2. SMOKE POINT:

302°F - 356°F

## 3. PROOFING TEMPERATURE:

Optimal: 68°F - 72°F

Keep below 77°F

## 4. STORAGE & HANDLING:

- Shipping Condition: Recommended refrigerated shipping for optimal quality
- Storage Temperature: 36°F - 41°F (Refrigerated)
- Shelf Life: 6 months frozen / 6 months refrigerated (Guaranteed up to 1 year)
- Usage Temperature: 59°F - 77°F (RT) - Spreadable straight from the fridge

## FLAVOR & USAGE INSIGHTS

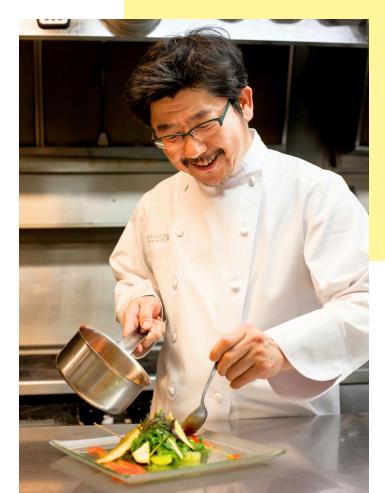
Better Than Butter has been highly praised by leading chefs in French cuisine, pastry, and baking. Their insights highlight its versatility, refined flavor, and exceptional performance in professional kitchens.

- ✓ Buttery richness with a clean finish – Depth without heaviness
- ✓ Enhances natural ingredients – Brings out flavors without adding heaviness
- ✓ Maintains ingredient aromas – No overpowering dairy notes, allowing true flavors to shine
- ✓ Balanced richness – Ideal for dishes needing depth without excess weight
- ✓ Versatile – Works across sweet and savory applications

## CONSIDERATIONS:

Caramelization – Less pronounced than dairy butter, requiring precise temperature control

Aeration & Foam Incorporation – Weaker air-trapping ability, slightly altering whipped textures



# ELEVATING CULINARY CREATIONS

Designed for chefs, Better Than Butter seamlessly integrates into pastry, bread, and savory dishes—just like dairy butter, but with a plant-based, clean-label advantage.

- ✓ French Cuisine – Beurre blanc, maître d'hôtel butter, vegetable braising
- ✓ Pastry – Ganache, creams, shortbread, baked goods
- ✓ Bakery – Laminating croissants, pie dough, brioche

## CHEF-TESTED & APPROVED

Real insights from top professionals:



### SHUU ISHII (FRENCH CUISINE)

"From vegetable braising to maître d'hôtel butter, it enhances dish quality."

"Perfect for confit lotus root and beef—ideal for vegan main dishes too."



### TOMONARI KOMBU (PASTRY CHEF)

"Highlights the natural flavors of flour better than butter, making it a game-changer."



### KEISUKE KODAMA (BAKERY CHEF)

"Perfect flakiness and rise in croissants—worth choosing even outside of vegan applications."



# GOLDEN TOAST & THE PERFECT PAIRING



## A NEW BUTTER FOR HOTEL BREAKFASTS.

Five-star hotels are embracing Better than Butter as the go-to option for vegan, cholesterol-conscious, and halal guests.

## A DELICIOUS START TO THE DAY.

Slather it generously on warm toast, fluffy pancakes, crispy waffles, or buttery scones—paired with your favorite jam, it's the perfect morning indulgence.

## REAL REACTIONS FROM OUR TASTINGS:

At Fancy Food Show 2024 in NY, we had 100 people taste Better than Butter. The results...

*"I don't like the strong dairy aroma of butter, but this is just delicious."*

**"98% OF PEOPLE SAID  
THIS TASTES  
JUST LIKE REAL BUTTER!!"**



*"The best vegan butter I've ever had!"*

*"Wait, this is butter, right? No way!"*

# PRODUCT COMPARISON

Category	Better Than Butter	Other Brands
Target Market	Restaurants, Hotels, Cafe, Bakery, Cake shop, Food manufactures	General VEGAN market
Ingredients	96% Coconut (excluding water and salt)	Plant oils & legume-based
Applications	Suitable for French cuisine, bakery, pastry, and cooking	Primarily for baked goods
Texture & Flavor	Creamy melt-in-mouth texture, rich buttery taste	Lighter texture, mild flavor
Functionality	Supports high-heat cooking, baking, and emulsification	Best suited for baking
Brand Strategy	"The next-generation butter chosen by professionals"	"A dairy alternative"
Certifications	USDA, Halal, VEGE Cert, (Kosher in 2026)	Non-GMO, Kosher

# PACKAGING & SIZING

Size	Salt	Product Size	Carton Packing	UPC Code
7.9 oz (225g)	salted	L 119mm (4.7") × W 64mm (2.5") × H 32mm (1.3")	24 blocks per carton	860013573935
7.9 oz (225g)	unsalted	L 119mm (4.7") × W 64mm (2.5") × H 32mm (1.3")	24 blocks per carton	860013573980
2 lb 3 oz (1kg sheet)	unsalted	L 383mm (15.1") × W 260mm (10.2") × H 10mm (0.39")	10 sheets per carton	860013573966
5 lb 8 oz (2.5kg block)	unsalted	L 144mm (5.7") × W 100mm (3.9") × H 200mm (7.9")	4 large blocks per carton	860013573973

# APPENDIX

# APPLICATIONS IN FRENCH CUISINE

Designed to meet the demands of both traditional French techniques and modern plant-based cuisine. Tested and validated by one of Japan's top chefs, Shuu Ishii.

## ✓ Beurre Blanc & Classic French Sauces

Smooth, stable emulsification with a delicate mouthfeel

## ✓ Braised Vegetables & Confit

Enhances natural flavors while delivering a rich, refined finish

## ✓ Sautéing & Pan-Frying

Optimal melting point prevents burning while achieving a beautiful sear

## ✓ Maître d'Hôtel Butter

Ideal for steaks, seafood, and grilled vegetables as a compound butter

## ✓ Vegan Roux & Velouté

Perfect base for creamy, plant-based sauces



Still, Better than Butter is a game-changer for chefs, expanding creative possibilities and bringing a modern touch to classic French cuisine.



## SHUU ISHII (FRENCH CUISINE)

A master of seasonal ingredients, Chef Shuu Ishii trained in Switzerland before opening his Kobe restaurant, earning Zagat's No.1 ranking for four years. Now Grand Chef at Value Management Co., Ltd., he leads menu development for fine dining establishments. A key member of Toques Blanches and the Escoffier Society of Japan, he blends French culinary tradition with Japan's rich heritage.

# RECETTE DU PÂTISSIER

## SABLÉ COCO: YIELDS: 50 PIECES (1.2 X 2.2 INCHES EACH)



- 8.5 oz Better Than Butter
- 4.4 oz Raw Cane Sugar
- 14.1 oz All-Purpose Flour
- 5.6 oz Finely Shredded Coconut
- 0.35 oz (2 tsp) Salt
- Extra Finely Shredded Coconut (for topping)
- Black Pepper (for topping)

### INSTRUCTIONS:

1. Cream Better Than Butter until soft and pomade-like. Mix in raw cane sugar until fully combined.
2. Gently fold in all-purpose flour until no dry bits remain.
3. Add shredded coconut and salt, mix until combined. Shape into a dough ball, wrap, and chill for 2 hours in the refrigerator.
4. Roll out the dough to 0.2 inches thick (5mm). Cut into 1.2 x 2.2 inch (3 x 5.5 cm) rectangles.
5. Lightly mist with water and sprinkle shredded coconut and black pepper on top.
6. Bake at 320° F for 15 minutes until lightly golden.

Enjoy your crisp and fragrant coconut sablés!



### TOMONARI KOMBU (PÂTISSIER)

Trained at top patisseries like Pierre Hermé and Joël Robuchon, Chef Kombu blends French techniques with Japan's wagashi tradition. Now leading his family's 240-year-old confectionery, he creates innovative pastries bridging both worlds.