

Stirling Inspirations

SUMMER 2010



Welcome to the first issue of Stirling Inspirations...

We're pleased to invite you to read the very first issue of Stirling Inspirations, a new bi-monthly newsletter from The Stirling Creamery Ltd., producers of traditional barrel-churned butter since 1925. Our intention is to inspire, inform and immerse our readers in the culture of butter. Our readers are Distributor Sales Teams, Retailers, and Chefs – all of whom sell, use and love Stirling butter products.

In each issue you find articles on butter trivia, new products, and great ideas. Beginning next issue, look for our new regular feature, 'What They're Saying' where Stirling butter fans share their thoughts. Enjoy Stirling Inspirations, we look forward to your feedback! 🍞

GREG NOGLER, *National Sales and Marketing*

Golden Nuggets: Butter facts and trivia...

Butter is an ancient food the dates back at least 6000 years. In fact, it may have been produced as early 10,000 years ago! In any event, it's likely that butter was originally made of goat's or sheep's milk. The earliest known process of making butter was the original practice of the Arabs and Syrians, who used a vessel made from goatskin as a churn. The animal skin was sewn up tight, leaving an opening into which the cream was poured. The "churn" was then suspended from tent poles and swung until butter formed. 🍞

NEWS
from the
CREAMERY

What's new in products and service?

As they say, 'What's old is new again', and in this case it doesn't get much older than goat's milk butter – the original butter. The Stirling Creamery is pleased to announce the introduction of *Stirling Goat's Milk Butter*. Packed in 18 x 250g foil wrapped blocks, our goat's milk butter offers a mild flavour reminiscent of chevre soft goat cheese. With a creamy white colour and silky texture, this new butter offers an interesting alternative in appetizers, spreads, canapés and many other applications. Unsalted, with a soft smooth texture, Stirling Goat's Milk Butter will also appeal to those who favour goat milk for its lower lactose and easy digestibility. **Coming this summer!** 🍞

A Stirling Standard:

A commitment to quality

The churning process has been used to produce fine butters since time immemorial. Today though, the 'continuous process' method of making butter is most common. We at Stirling however, take an uncommon approach – we barrel churn our butter to deliver uncompromising taste, texture and performance. In this case, the difference really is in the details. Barrel churning produces a butter that is not 'overworked'. This ensures a wonderful traditional flavour, great 'mouth feel' and unparalleled cooking and baking performance! 🍞



The butter churns at Stirling.


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Churning out Profits: Better products = better profits

In today's market consumers are increasingly choosy when deciding where they will spend their dining and entertainment dollars. They're looking for something a little different, something that shows a business cares about them and importantly, they want great value. Stirling Butterballs answer all of these needs and then some!

Stirling produces only Canada Grade 'A' fresh creamy butter. It's this same butter from which we produce Canada's only Butterballs. At 7.1g each, our IQF butterballs are packed in 3lb containers and are ready to

use. Stirling Butterballs couldn't be easier to use - no labour, no special skills - and they quickly turn any meal occasion into an elegant dining experience. Stirling Butterballs cost only about \$0.10 each but a consumer quickly appreciates the care, attention to detail and additional value that they convey. Its important details like these that allow operators to price menu items for profit maximization while still controlling the cost of products and labour. Stirling Butterballs provides one of those rare 'win win' situations, for the salesperson, the operator and the consumer! 




Spread the Word:

Great ideas from all over!

We all know that Stirling Butterballs are a popular item at many of our finer golf courses. They add cachet to any meal and of course many Food & Beverage Managers like the fact that they really do look like mini golf balls.

Here's a great idea from Mandy Fenyes at Maximum Food Sales...

Talk to your golf club F& B Manager about the benefits of adding Stirling Butterballs to their catering and wedding menus. They already appreciate the value of Stirling Butterballs and their clients will jump at the opportunity to impress their guests. Stirling offers a simple and inexpensive way to do just that! 



The Stirling Creamery Ltd is proud to be represented by the following Brokers:

ATLANTIC

Target Food Brokers
1-800-565-0764

QUEBEC

Post Inc
1-800-496-7678

ONTARIO

Maximum Food Sales
1-800-379-5879

WEST

Riverwood Sales
604 - 876-5688

We're churning out fresh ideas!

Have ideas, questions or comments? Contact us at StirlingInspirations@stirlingcreamery.com We'd love to hear from you!