

79%
of U.S. consumers love or like PEANUT BUTTER.
Datassential, 2026

Taking a Familiar Flavor Forward:

Peanut Butter Pairings

Warm, nutty, and undeniably delicious, peanut butter has a taste that people simply love. It carries a sense of nostalgia—bringing back memories of childhood peanut butter and jelly sandwiches, fresh baked cookies, and rich, creamy fudge. Its rich, roasted, and slightly salty profile makes it a versatile foundation for flavor innovation. From familiar treats to unexpected indulgences, brands are reimagining peanut butter with flavor pairings across applications and occasions.

Top Peanut Butter Pairings on U.S. Menus*

- Chocolate (41%)
- Fruit (25%)
- Banana (19%)
- Cookie (17%)
- Jelly (16%)
- Milkshake (14%)
- Pie (13%)
- Ice Cream (12%)
- Vanilla (12%)

**Among menu items with Peanut Butter, % that also contain each of the above. Datassential, 2026.*

Unexpected Blends



An indulgent favorite, peanut butter crackers are taken on a flavor layer journey. Our **Peanut Butter Type Flavor** + **Thai Chili Type Flavor** with an Optify™ sweetness enhancer results in a savory, sweet and slightly spicy taste experience. These flavors work great in snacks, baked goods, grains and more.

Peanut Butter Flavor + **Smoked Paprika Flavor** in a truffle protein bite results in a sweet, salty, and smoky taste profile. Beyond confection, this flavor combo is great for snacks and bakery items.



Flavorsolutions

Contact us or click to request a FREE PEANUT BUTTER PAIRING flavor sample.

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Check out trendy pairings for peanut butter that are showing up in launches and on menus.

Demo Spotlight:
Peanut Butter Banana Protein Ice Cream
Featuring: Creamy Peanut Butter and Bruleed Banana Flavors



Peanut Butter...

+ Chocolate



- Chocolate
- Fudge
- Cocoa
- Chocolate Chip
- Oreo

+ Fruit



- Strawberry
- Grape
- Apple
- Banana
- Blueberry

+ Dessert-Inspired



- Marshmallow
- S'mores
- Brownie
- Blondie
- Cookie Dough

+ Salty



- Pretzel
- Malt
- Nutty
- Sea Salt
- Crackers

+ Sweet Brown



- Caramel
- Toffee
- Maple
- Honey
- Brown Sugar

McCormick Flavorsolutions

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