

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

Flavor Spotlight
Peanut Butter

Warm, nutty, and undeniably delicious, peanut butter has a flavor 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. At the same time, it offers comfort and versatility, delivering its signature depth and richness to desserts, breakfast favorites, and even sauces, dips, and dressings.

Bring the timeless taste of peanut butter to your next application for a flavor that is both familiar and unforgettable.

From our experts



An indulgent favorite, peanut butter crackers are taken on a flavor layer journey. Blending a **Peanut Butter Type flavor** with a Thai Chili Type flavor and 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 was added to truffle protein bites to give a nod to a childhood favorite. A Smoked Paprika Flavor was also added, resulting in a sweet, salty, and smoky taste profile. Beyond confection, this flavor combo is great for snacks and bakery items.



McCormick Flavorsolutions

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