



Der ButterSpender

Product Presentation



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Why a ButterSpender?

Everyday millions of small butter portions are served on buffets around the world – in hotels, canteens, cruise ships, etc. Often in unhygienic and unsightly, unappetizing form or in environmentally harmful and extremely expensive small packs (10, 15 and 20g).



unhygienic &
unappetizing



expensive &
polluting



watery &
sticky

**Principally too cold or too warm = Not spreadable or greasy
Food regulations are often not observed**

The Product

Der ButterSpender

Finally, butter as it should be - At the push of a button:



- ✓ hygienic
- ✓ perfect temperature
- ✓ spreadable
- ✓ user-friendly
- ✓ economical
(less than 40% cost of butter)
- ✓ environmentally-friendly
(only 25% packaging waste with 250g butter pieces)

Key benefits of the ButterSpender

Economic
Quick ROI, thanks to lower purchase costs (no more expensive single portion mini-packs) and lower consumption.

Hygienic
Fully compliant with food-safety laws – thanks to constant cooling, easy cleaning, and a protective enclosure.

Tasty
Delectably fresh butter portions served at the push of a button!
Spreadable.
Perfect temperature.
Creamy taste.
Just the way butter should be.

Less waste
No more wasted mini-pack wrappings.
No leftover butter.
Less consumption.

Strike a new path...

VLK
B
Gesundheit · Hygiene · Lebensmittelkontrolleure Deutschlands Bundesverband der Verbraucher

RECOMMENDED by the German Federal Association of Food Inspectors

Citation: „Thanks to the convincing overall concept of your patent-protected device with permanent cooling and an interchangeable cartridge system, an interruption-free cooling chain is ensured up to the moment of portioning, which ensures high process safety when handling the butter. [...]

In addition, all parts that come into contact with the butter are easy to clean. A microbiological test report from a certified test laboratory confirmed that a hygienic cleaning of these parts was achieved with a regular dishwashing machine. Therefore, the use of the butter dispenser contributes to the optimization of basic hygiene and food safety when used as intended.”

How does it work?

The ButterSpender's automated cooling system ensures compliance with relevant food safety and HACCP regulations.

The unit comes with three stainless steel canisters with a capacity of 1,500 g (52.8 oz.) or approx. 120 portions each. Fill the canisters with regular butter (e.g., 6 x 250 g/8.8 oz. bricks) and store at 4–8 °C (39–46 °F).

Insert a full canister into the ButterSpender and you're ready to go. Press the button to dispense a portion of appetizingly fresh butter directly onto a plate below – in a consistency perfect for spreading. Replenishing an empty canister is a snap.



How does it work?

Once the buffet is over, remove and refrigerate the canister and reuse the next day. Or utilize the remaining butter in the kitchen. This means no more wasted butter from your buffet. And you save costs and protect the environment too.

Technical Details:

Dimensions: 57* x 29 x 70cm (DxWxH)

**incl. plate holder*

Nominal voltage / frequency: 100-240V / 50/60Hz

Nominal power consumption: 180W +/-20%

Equipment:

Butter dispenser incl. 3 stainless steel containers, plate holder, mains cable and operating instructions; in constructive packaging



Sample calculation for cost savings



Short amortization time through high-cost savings in the use of goods by eliminating the expensive butter small portions and by reducing consumption.

Starting at around 60 breakfast guests per day, the savings exceed the ongoing operating costs of the ButterSpender, including the pro-rata depreciation or leasing rate.

		Guests per day		
		120		
Butter Purchase - Saving potential		Day	Month	Year
				12
Ø Butter consumption per guest	30 g			
Butter consumption in total		3,60 kg	108,00 kg	1.296,00 kg
Price of standard butter / kg	5,57 €			
Costs of standard butter in total		20,05 €	601,57 €	7.218,84 €
Price of butter mini-packs / kg	12,09 €			
Costs of butter mini-packs in total		43,52 €	1.305,72 €	15.668,64 €
Cost reduction when using standard butter		23,47 €	704,15 €	8.449,80 €
Quantity reduction when using standard butter with the ButterDispenser (additional saving)	15,0%	3,01 €	90,24 €	1.082,83 €
Total savings in the use of butter thanks to the butter dispenser		26,48 €	794,39 €	9.532,63 €

Target groups & market position

Whether (luxury) hotel or youth hostel, canteen / cafeteria, dormitory, educational institution, rehabilitation clinic, furniture store or cruise ship - wherever butter is offered at buffets and guest satisfaction and hygiene are of paramount importance, the ButterSpender is the perfect solution.



The high-cost reduction in the use of goods due to the elimination of expensive small butter packs makes the butter dispenser an economic necessity in companies with more than 100 breakfast guests per day. Experience shows that the savings after deduction of all costs are in the order of several thousand euros per year.

The ButterSpender can be operated with any common butter. There is therefore no brand constraint. Due to its unique technology, its cost-effectiveness, hygiene and compliance with food regulations, the butter dispenser is literally unrivaled.

Market potential ButterSpender

		Germany	Europe (35 countries)	World (Europe x5)
Number of accommodations		46.100	573.200	2.866.000
Target group Butterspender	30%	13.830	171.960	859.800
Market penetration	70%	9.681		
	50%		85.980	429.900
Device potential*	1,30	12.585	111.774	558.870
* Ø 1,3 Devices per company				
Source: Eurostat, Volumes from 2021				
To estimate the world market potential, the total number of Europe was multiplied by a factor of 5				

Clinics, rehabilitation and care facilities, which have almost the same potential in Germany as accommodation establishments, have not yet been included here.

Another large sales market is the more than 4,000 cruise ships worldwide, which can be equipped with 3 to 10 devices per ship.

Customers (Selection)

The ButterSpender has been successfully introduced in the industry.
A small selection of the satisfied customers:



Success factors

WINARES **Der ButterSpender**

- ✓ Unique and reliable technology
- ✓ Green Product
- ✓ Large market potential
- ✓ Increased demand as part of hygiene concept
- ✓ Not a real competitor (only a simple plagiarism existing)
- ✓ economically viable
- ✓ Top references
- ✓ Experienced management from large industry

