

Butter it up the French Way

Petit Normand is giving New Zealanders a taste of traditionally crafted French butter

Oh la la, the French are hands down the biggest butter eaters in the world but they don't just use any butter, they use French butter.

The Normandy region in the Northwest of France is portrayed as the 'champagne' region for dairy products. Thanks to the nearby marshlands and sea the soil is rich in clay and silt, which provide nutrient-rich vegetation for the cows, which in turn produce heavy and smooth milk that is full of flavour.

French butters have a slightly tangy back note that can't be found in other butters. Natural cultures are added to the cream, which enhance the natural flavour and French butter has a slightly higher

butterfat and lower water content which improves flavour, texture and spreadability.

The good news is we can now buy French butter in New Zealand. Petit Normand is a luxurious butter made by traditional methods and from fresh cream by Flechard, a family company based in the heart of Normandy for more than 50 years. Petit Normand is available in 200g blocks, salted or unsalted in the dairy aisle at supermarkets and specialty stores across the country. It is a premium butter without the premium price tag.

Have a taste and you may come to the same conclusion as the French: There simply is no substitute for French butter.

