



## DFW Radio Scripts – Butter

### Value Prop 1: Holiday Baking

#### 30 seconds:

“When the temperature drops and the leaves begin to crunch that means one thing – it’s baking season.”

“Before you fire up the oven make sure you stock up on the golden ingredient – butter.”

“Butter is a staple in dishes around the world. And here in Wisconsin, our cows produce high-quality milk that gets churned into rich, delicious butter every day.”

“Whether you’re whipping up flaky biscuits, scrumptious pies or gooey cookies, always keep your butter nearby.”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”

#### 15 seconds:

“Before firing up your oven this baking season, remember to stock up on the golden ingredient – butter.”

“Rich, delicious butter is perfect for melting, spreading, or folding into our favorite holiday recipes.”

“Make today better, with butter!”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”



## Value Prop 2: Evergreen

### 30 seconds:

“Butter is a staple in dishes around the world – from Wisconsin to Ireland and India – and for good reason!”

“Butter bakes, fries, sears and sautés perfectly – every time in every recipe. Whether you need to melt it down and pour it over potatoes, or spread a slab across warm, fresh sourdough...”

“Butter is your kitchen’s best friend.”

“Stock up today!”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”

### 15 seconds:

“Butter is a staple in dishes around the world – from Wisconsin to Ireland and India – and for good reason!”

“Butter bakes, fries, sears and sautés perfectly – every time in every recipe.”

“Stock up today!”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”