Butter and margarine are two products commonly present on the table for Brazilian consumers. The study of consumer behavior allows comprise, inter alia, the drivers in the choice of products. The objective of this study was to establish the profile of consumption of margarine and butter, among servers IFTM - Campus Uberaba. A questionnaire was developed containing 20 questions that addressed socio-economic factors and the consumption of butter and margarine. The link containing the questionnaire was emailed to uberaba@iftm.edu.br responses were received and 100 servers. Most participants (75%) had post-graduate course, and average monthly family income of five minimum wages. The rate of consumption of butter and margarine was 76.3% and 75.3% respectively, and 57.5% butter chosen as more healthy. Packages of margarine and butter 250 grams 58% are purchased by consumers. The flavor, 51% butter flavored and buy, among this group, 80% preferred the flavor of herbs. The most important information found on labels of butter and margarine were caloric value (45%) and total fat content (16%). Regarding the nutritional quality of margarine and butter, 43% of consumers buy the products added fiber and pay more for it.