



It's What You Put Into It.®

NEWS RELEASE

McCormick For Chefs® Launches Better-For-You Flavor Seasonings

Products Ideal for Chefs Who Seek Full Flavors and Wider Variety of Reduced Sodium Menu Options

Hunt Valley, MD, April 28, 2011—McCormick For Chefs®, the Food Away From Home Division of McCormick & Company, will introduce a full line of new seasoning blends that offer operators more choices for diversifying their menu with flavorful, reduced sodium meals. Shipping as of May 9th, the seasonings are ideal for foodservice operations not willing to sacrifice providing their customers with great tasting food, yet needing to create better-for-you dishes that sell.

With 44 percent of non-commercial and one-third of commercial foodservice operators making menu changes to lower sodium content ¹, McCormick For Chefs® seasonings include options of salt-free, a touch of sea salt, and 33 percent reduced sodium. With consumers' food expectations rising, chefs benefit from more easily incorporating a wider variety of healthier offerings across the menu as the blends are versatile and reflect global and traditional flavor trends. All seasonings contain no MSG and are under 115mg of sodium per serving to help meet nutritional guidelines.

The McCormick For Chefs® better-for-you offerings now include:

Salt-Free Seasonings: (0mg of sodium per serving)

- Lawry's® All Purpose Recipe Blend Seasoning – Same great taste, new brand
- Lawry's® Citrus Herb Seasoning – New
- Lawry's® Garlic & Herb Seasoning – Same great taste, new brand
- Lawry's® Italian Seasoning – New & Improved
- Lawry's® Lemon & Pepper Seasoning – New & Improved
- Lawry's® Mexican Seasoning – New & Improved
- Lawry's® Salt-Free 17 Seasoning – A traditional favorite

Touch of Sea Salt Seasonings: (less than 60mg of sodium per serving)

- Lawry's® Asian Seasoning – New & Improved
- Lawry's® Mediterranean Seasoning – New
- Lawry's® Roasted Garlic Seasoning – New
- Lawry's® Sun-Dried Tomato Seasoning – New

Reduced Sodium Seasonings: (33% less sodium than original formula)

- McCormick Culinary™ Lemon & Pepper Seasoning Salt – New
- Grill Mates® Montreal Steak® Seasoning – New

“McCormick For Chefs® is dedicated to providing great flavor and meeting the needs of foodservice professionals. Creating better-for-you options is a challenge facing food industry professionals, but our team of culinary experts ensured we deliver great flavor profiles while closely hitting sodium levels in the new seasonings,” said Ian Wesson, Director of Marketing, McCormick For Chefs®. “We’re proud of the end result – 13 products that are easily adaptable on any menu, full of bold flavors and directly beneficial to the health of the patrons.”

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About McCormick & Company - The Flavor Expert:

Founded in 1889, McCormick & Company, Incorporated is a global leader in flavor with the manufacturing, marketing and distribution of spices, herbs, seasonings, specialty foods and flavors to the entire food industry—retail outlets, food manufacturers and foodservice businesses. McCormick For Chefs[®]—McCormick's Food Away From Home Division—provides unrivaled solutions to the distinct needs of professional foodservice with its McCormick Culinary[™], Lawry's[®], OLD BAY[®], Thai Kitchen[®] and Zatarain's[®] products. Chefs and operators can be confident that McCormick brings more sensory science experience, product innovation and flavor expertise for quality taste experiences. For more information and recipe ideas, visit www.McCormickForChefs.com. Follow-us on Facebook at www.facebook.com/mccormickforchefs.

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¹ *Datassentials*