



It's What You Put Into It.

FOR IMMEDIATE RELEASE

The McCormick® Flavor Forecast® Goes Global for First Time in Its 12-Year History

Flavor Leader's Exploration Reveals Food Lovers Around the World Have Much in Common

Hunt Valley, MD, January 10, 2012- A global leader in flavor, McCormick & Company, Incorporated (NYSE:MKC) is taking its Flavor Forecast®, a catalyst for innovation among foodservice professionals, to the next level in 2012. For this milestone report, an international group of McCormick experts—including chefs, sensory scientists, trend trackers, marketing experts and food technologists—collaborated to identify global trends that will continue to shape the future of flavor.

After a year-long process of culinary exploration, data discovery and insight development, McCormick's 2012 Flavor Forecast revealed a surprising finding: food lovers around the world have more in common than expected. The trends impacting our food choices are strikingly similar from region to region, even though the specific foods, flavors and ingredients we enjoy are uniquely rooted in our local cultures.

The six globally relevant trends are brought to life through 12 regional flavor combinations:

TREND	FLAVOR COMBINATION
Honoring Roots <i>Chefs inspired by foundational flavors are finding a way to balance modern flair with cultural authenticity.</i>	1. Cumin with Sofrito <i>Authentic Hispanic foundational flavors.</i>
	2. Korean Pepper Paste with Sesame, Asian Pear & Garlic BBQ <i>BBQ with a global twist.</i>
Quest for the Ultimate <i>Flavor fanatics searching for the ultimate taste experience through quality ingredients, flavors and textures.</i>	3. Dill with Mint, Melon & Cucumber <i>The ultimate refresher.</i>
	4. Meyer Lemon with Lemon Thyme, Limoncello & Lemon Peel <i>The ultimate lemon.</i>
Veggies in Vogue <i>Fresh, seasonal veggies are dressed to impress with new cooking techniques and inventive bursts of flavor.</i>	5. Eggplant with Honey & Harissa <i>Worldly veggie with sweet heat.</i>
	6. Squash with Red Curry & Pancetta <i>Versatile veggie with a touch of Thai.</i>
Simplicity Shines <i>Clear, unpretentious flavors are an approachable celebration of the basics. A move away from complexity and flash.</i>	7. Ginger with Coconut <i>Warm spice joins tropical favorite.</i>
	8. Vanilla with Butter <i>Pure essentials for real goodness.</i>
Flavorful Swaps <i>Balancing bold flavor with hunger for health is key to achieving wellness goals, without sacrificing enjoyment.</i>	9. Red Tea with Cinnamon & Plum <i>Better-for-you beverage meets fruit and spice.</i>
	10. Grapefruit with Red Pepper <i>A new take on lemon pepper.</i>



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No Boundaries

Blending inspirations and shedding the confines of traditional “rules” equals a renewed permission to have fun.

11. Sweet Soy with Tamarind & Black Pepper
Steak sauce with an Asian flair.

12. Blueberry with Cardamom & Corn Masa
From everyday to extraordinary.

“With a family of brands in more than 100 countries serving food manufacturers, foodservice channels and home cooks, McCormick has a unique vantage point on evolving tastes across borders,” said Alan Wilson, Chairman, President and CEO of McCormick. “As an extension of our leadership in the flavor market, we are uniquely poised not only to forecast emerging flavors and trends, but to really impact the future of flavor with this report.”

McCormick For Chefs® Executive Chef Kevan Vetter added, “By taking a global view with the 2012 Flavor Forecast, our goal was to support the innovative chefs and foodservice professionals who are helping drive the growing demand for internationally-influenced cuisines. With their passion for food and our insight on flavor, the opportunities for menu innovation are endless.”

The McCormick Flavor Forecast has proven to be successful in serving as a catalyst for flavor innovation, playing an important part in moving edgy ingredients into mainstream popularity. Examples include:

- **Chipotle** - highlighted in the 2003 Flavor Forecast; at that time, most weren’t aware of this chile pepper or even how to pronounce it. Today, chipotle can be found on menus everywhere, from fast food outlets to upscale dining establishments. In fact, menu mentions of chipotle increased by 54% from 2004-2010.
- **Cocktail-Inspired Meals** - first identified in the 2008 Flavor Forecast; today, alcohol-inspired dishes, and even entire themed menus centered around a particular alcohol flavor, have grown in popularity in restaurants everywhere, with a recent emphasis on craft brews and bourbon.

“Staying on top of trends is essential to the culinary industry as it gives us a clear pulse on how today’s culture is impacting food choices,” said American Culinary Federation President Michael Ty, CEC, AAC. “McCormick has proven time and again to be a leading trend information resource. We especially look forward to seeing their Flavor Forecast, which pushes the boundaries of what is possible with food and gives us a flavor roadmap for the future.”

Upon finalizing the Flavor Forecast, McCormick delivers custom presentations to more than 100 foodservice operators providing recommendations on how to best incorporate the flavors into their menu offerings.

To explore the future of flavor with inspired recipes, photos and video, visit www.McCormickForChefs.com/FlavorForecast.

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/mccormickforchefts or find us on Twitter at <http://twitter.com/#!/McCormick4Chefs>.

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