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McCormick's 2011 Flavor Forecast® Creates an Appetite for Life with Inspiring Flavor Pairings

Ever-Evolving Mindsets Drive New Flavor Ideas for Foodservice Professionals Now and for Years to Come

Hunt Valley, MD, December 2, 2010- McCormick & Company, Inc. enters its 11th year of bringing together its flavor experts, top chefs, food bloggers and mixologists to define leading trends and assemble top 10 flavor pairings. McCormick's 2011 Flavor Forecast® is focused on how foodservice professionals and consumers can reclaim the joy of eating. Spice consumption in this country is at an all-time high – growing more than three times as fast as the population¹ and currently exceeds 1 billion pounds per year².

Key influences shaping McCormick's 2011 Flavor Forecast® include need for customization, re-framed ideas about health and wellness, desire for ease and simplicity, love of culinary adventure, and craving for taste experiences. All are represented in McCormick's five trend watch categories:

- **Invigorating and Uplifting** – exciting pops of flavors that stimulate the palate and the thrill of eating
- **Soul Satisfaction** – comforting favorites that are hearty and sustaining, rich and indulgent
- **Flavor with Benefits** – eating for wellness nourishes the body and mind's desire for delicious flavors
- **Craveable Contrasts** – interplay of tastes, textures and visual cues to excite the pleasures of eating
- **Spirit of Discovery** – international culinary adventure of regional and ethnic cuisines, mobile food mania and accessibility to new ingredients and techniques

Agreeing wholeheartedly with the "Spirit of Discovery" trend is Chef Michael Voltaggio, 2011 Flavor Forecast® contributor, winner of popular TV show *Top Chef* and 2009 James Beard nominee: "What inspires me right now is all of the ethnic inspired spice blends representing quality and freshness, as well as authenticity."

The top 10 flavor pairings to satisfy the Appetite for Life in the year ahead and beyond are:

1. **Fennel & Peri-Peri Sauce:** *A global rush for the senses.*
Fennel as the cool counterpoint to fiery peri-peri peppers bring a bold Mediterranean-African combo
2. **Pickling Spice & Rice Vinegar:** *Perfectly preserved flavor.*
Bright layers of tang and spice, rooted in the renaissance of all things pickled
3. **Roasted Curry Powder & Wild Mushrooms:** *A rich and earthy goodness.*
Versatile and nourishing, this meaty match brings well-traveled tastes home at the center of the plate
4. **Caramelized Honey & Adzuki Red Beans:** *Naturally complex and robust.*
Rooted in the honest integrity of ingredients appreciated in many parts of the world
5. **Ancho Chile Pepper & Hibiscus:** *Vitality in bloom.*
Lingering heat of Ancho Chile pepper with the tart, floral notes of hibiscus create a lively Latin combo
6. **Thyme & Stone Fruits:** *An exhilarating alliance.*
Invigorating burst of refreshment through minty thyme and sweet and sour stone fruits
7. **Mustard Seed & Vermouth:** *Cozy, retro charm.*
Echoing the warm spirit of French bistro chic, these well-bred ingredients create a graceful elegance
8. **Cilantro & Nut Butters:** *Feel-good, fresh comfort.*
An ethnically diverse taste that's simultaneously sweet and savory, hearty and herbaceous
9. **Herbs de Provence & Popcorn:** *A playful, worldly pop.*
Aromatic Provencal blend paired with the snack food staple to deliver new culinary heights
10. **Green Peppercorn & Goat's Milk:** *Creamy, tangy and piquant.*
The delicate bite of lively green peppercorns is a pleasing contrast to lush and creamy goat's milk

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“Flavor is on the rise, as bold replaces bland. Chefs and Americans alike share a real passion for food experiences that deliver on multiple levels of satisfaction and fulfillment,” said Colleen McClellan, Food Insights Strategist, McCormick For Chefs. “As we all become more adventurous and seek global cuisines, McCormick has proudly been on the leading edge of identifying emerging tastes and trends.”

Foodservice professionals domestically contributed (sample list below) to helping ensure the pairings are distinctive and applicable in numerous culinary environments. 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 product and menu offerings.

Doug Hasselo, Chief Food Innovation officer with KFC, owned by Yum! Brands, is a prime example of McCormick’s insights in action. “That’s one of the big values [of McCormick]. They’ll take trends and research, and apply that into prototypes and concepts that we might pursue.” Hasselo says the McCormick presentation of consumer research makes it easier for KFC to commit resources to developing prototypes based on the company’s products, such as the seasoning for Kentucky Grilled Chicken.

2011 FLAVOR FORECAST® CONTRIBUTORS:

- Richard Blais, Chef, Trail Blais/Flip Burger Boutique, Atlanta
- Scott Boswell, Chef/Owner, Stella!/Stanley, New Orleans
- Steven Geddes, Executive Chef & Director, Local 127, Cincinnati
- Jaden Hair, Food Writer & Blogger, Steamy Kitchen, Tampa
- Johnny Iuzzini, Executive Pastry Chef, Jean Georges Restaurant, New York
- Charles Joly, Chief Mixologist, The Drawing Room, Chicago
- Diane Morgan, Cookbook Author, Diane Morgan Cooks, Portland
- Jackie Newgent, RD, Culinary Nutritionist & Author of *Big Green Cookbook*, New York
- Michael Voltaggio, Chef, Los Angeles

¹ U.S. Census Bureau, 2009 Population Estimates, Census 2000, 1990 Census

² USDA/Economic Research Service, U.S. Spice Consumption Growth, USDA, Feb. 2010

About McCormick & Company - The Flavor Expert:

Founded in 1889, McCormick & Company, Incorporated is a global leader in 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. The first flavor trend report originated in 2000. 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.

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