



It's What You Put Into It.®

McCORMICK & COMPANY, INC.
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To: McCormick For Chefs® Brokers & Sales Manager

cc: McCormick For Chefs® Internal Distribution (USIG & Corporate)

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**Subject: *McCormick For Chefs and the National Restaurant Association
Launch Kids Recipe Challenge***

We've all seen the news stories on the crisis of childhood obesity. The individual health risks coupled with the economic toll that national obesity takes are staggering. And the problem can seem overwhelming. But there are things we can do – education and choices we can offer. As restaurant and foodservice professionals, we can have a real impact on how America views nutrition. And we know that consumer trends are firmly fixed on healthier dining options – especially for kids. You can help our industry address this trend.

McCormick For Chefs® and the National Restaurant Association (NRA) announce the launch of the ***Kids Recipe Challenge***. The contest, open to independent and chain commercial restaurants, contract managed operations and independent non-commercial operations, will highlight how the foodservice industry is addressing the importance of healthy living by providing wholesome, great-tasting menu options for kids.

As an advocate for child nutrition, McCormick For Chefs inspires healthy choices and instills a passion for flavor with products that taste great and are good for you. Building on this inherent goodness, chefs and operators can easily develop healthful recipes that promote memorable eating experiences for kids.

We're asking you to help us promote the program by spreading the word with your local customers . It's simple to apply on-line or print off forms attached and mail them in. Foodservice professionals can learn more about the *Kids Recipe Challenge* and submit their recipes at <http://www.mccormickforchefs.com/kidsrecipechallenge> until January 7, 2013. Winners will be announced in the Spring of 2013 and honored at the 2013 National Restaurant Association show.

We know that with your help we can inspire others and truly make a difference.