

Cover Page



Unfold the Flavor Spread



Rise & Shine to Global Tastes

NO MORE EXCUSES FOR THE SAME BORING BREAKFAST! THINK OUTSIDE THE BOX AND TRY A BOWL BRIMMING WITH NEW INGREDIENTS AND CAPTIVATING FLAVORS TO HELP YOU POWER THROUGH THE DAY. FROM EXCITING ANCIENT GRAINS AND RICE VARIETIES, TO A MIDDLE EASTERN-INSPIRED BREAKFAST HASH TOPPED WITH A SPICY SAUCE, THESE ARE THE GLOBAL TASTES WORTH GETTING OUT OF BED FOR.

SORGHUM GRAIN BOWL CEREAL & MILK GROWN UP

BREAKFAST HASH WITH SKHUG SAUCE

OZY UP TO A WARM AND SAT BREAKFAST HASH LOADED

CONGEE THE NEW OATMEAL EXPLORE THE SWEETER SIDE OF CONG

CREAMY RICE PORRIDGE GETS AN UNEXPECTE UPGRADE WITH EXOTIC RICE VARIETIES, WARI SPICES AND FRUIT JUICES. TOP WITH MANGO COCONUT, A BALSAMIC DRIZZLE AND MORE



Plancha: Flat-Out Grilling

ROMESCO SAUCE IS A MILDLY SPICY, NUTTY SPI SAUCE MADE WITH ROASTED PEPPER, SMOKED PAPRIKA

CREATE A SIZZLING, SMOKY SEAR AND FLAVOR CRUST WHILE GRILLING ON THE PLANCHA, A THICK, FLAT SLAB OF CAST IRON DELIVERING INTENSE HEAT. MARRY IT WITH BOLD SAUCES, RUBS AND GLAZES AND IT'S NO WONDER WHY THE PLANCHA IS A WAY OF LIFE IN SPAIN, FRANCE'S BASQUE REGION AS WELL AS MEXICO.

BOLD

SAUCES

BASQUE-INSPIRED RUB WITH ESPELETTE PEPPER

DISTINCTIVELY SMOKY, SWEET AND MILDLY HOT - PERFECT AS THE LEAD FLAVOR IN A ZESTY RUB WITH MEDITERRANEAN HERBS TO HANCE GRILLED MEATS AND SEAFOOD

SHERRY WINE & VINEGAR

AS A GLAZE OR DRIZZLE,

THESE SPANISH INGREDIENTS ADD A SENSATIONAL ZING TO SEARED FOODS. AND CARDING, ANASLEY AND GREEN CHILLES. ADOBO NEGRO: HYBRID MEXICAN SAUCE THAT BORROWS FROM SPICY ADOBO AND COMPLEXLY FLAVORED MOLE NEGRO SAUCES - MADE WITH STOUT BEER, BLACK SESAME AND CHILE PEPPER.

Egg Yolks: The surny side of Flavor

EGG YOLKS LEAVE BREAKFAST BEHIND! THESE GOLDEN GEMS ADD RICHNESS AND INDULGENCE IN A SURPRISING FASHION TO A WIDE RANGE OF LUNCH AND DINNER MENUS. TAKING ON THE DIFFERENT TASTES AND STYLES OF EACH DISH, YOLKS ADD EXCITEMENT, PROTEIN AND EXCEPTIONAL FLAVOR.

H HEARTY STOCK - KIMCHI CRIS

BROTH BOWLS WITH EGG SHAKSHUKA

AUCE INFUSED WITH SAVORY MIDE EASTERN SPICES; A RUSTIC SUPPER - JUST ADD BREAD TO DIP.

CURED YOLK

BARBERRIES

A PRIZED TART INGREDIENT I OOKING, USE TH

Trends Spread





DISCOVER, EXPERIENCE & SHARE THE FLAVORS OF 2017

SINCE ITS LAUNCH IN 2000, THE PROPRIETARY MCCORMICK® FLAVOR FORECAST® HAS BEEN ON THE FOREFRONT OF IDENTIFYING TOP TRENDS AND INGREDIENTS SHAPING THE FUTURE OF FLAVOR. CREATED BY A GLOBAL TEAM OF MCCORMICK EXPERTS - INCLUDING CHEFS, TREND TRACKERS AND FOOD TECHNOLOGISTS - THE FLAVOR FORECAST IS A MUST-HAVE RESOURCE THAT INSPIRES CULINARY HOBBYISTS AND PROFESSIONALS ALIKE TO EXPLORE AND INNOVATE.

FLAVOR FORECAST'S INFLUENCE IS HARD TO MISS ACROSS MENUS AND DISHES - FROM HOME KITCHENS TO FINE-DINING RESTAURANTS, FROM RETAILERS' SHELVES TO CONVENIENT MEALS.

MCCORMICK, A GLOBAL LEADER IN FLAVOR FOR OVER 125 YEARS, IS UNPARALLELED IN DELIVERING SAFE, HIGH-QUALITY PRODUCTS THROUGHOUT THE FOOD INDUSTRY. CONSUMERS IN MORE THAN 140 COUNTRIES AND TERRITORIES REACH FOR OUR FAMILY OF BRANDS AND THE TASTE YOU TRUST.

AS YOU IMMERSE YOURSELF IN THIS YEAR'S FLAVOR FORECAST, KNOW THAT MCCORMICK'S GLOBAL TEAM IS ALREADY HARD AT WORK GATHERING INSIGHTS, TRENDS, TASTES AND UNDISCOVERED CULINARY TREASURES THAT WILL DELIGHT, SURPRISE AND INFLUENCE WHERE FOOD IS HEADED NEXT.

... until next year

TO EXPLORE RECIPES AND MORE, VISIT WWW.FLAVORFORECAST.COM OR WWW.MCCORMICKCORPORATION.COM



