

Join Our Menu Mention Program

57% of Gen Z and **53%** of Millennials are influenced by brands*, making every menu mention count.

Earn cash by mentioning the McCormick® brands your patrons know and love.

3 Examples to Use Our Brands Across Your Marketing



Menu Example

Chicken Wings

Parmesan & Herb

Tuscan, Garlic Twist

Stingin' Honey Teriyaki



Sweet-Heat Combination

Lemon Pepper

Zesty Citrus Rub



Online Ordering Platform Example

order.online

x

Oyster Mushroom Po' Boy

This reinvented Louisiana classic sandwich is made with oyster mushrooms, tiger sauce, and OLD BAY® Seasoning.



Add to Cart

Signage Example

New!

Beef Birria Tacos



Flavorful beef birria tucked into corn tortillas topped with cheese, cilantro, and Cholula Original Hot Sauce.

Program Guidelines

Use these guidelines to leverage the power of our brands with your premium menu offerings.

Wording

Menu Copy:

Make sure to call out our brand name by saying “made with...”. You can include this in the menu item name — for example, “Buffalo Chicken Dip **made with Frank’s RedHot®**” — or within the description as an ingredient, such as: “This classic favorite features shredded chicken, blue cheese, and is of course **made with Frank’s RedHot®** Buffalo Wings Sauce.”

Legal Disclaimer:

Show the trademark line anytime our brand assets, including logos, brand names, and packaging, are featured. It is typically shown in a small, legible font somewhere on the material, typically the bottom.

- Frank’s RedHot® is a registered trademark of The French’s Food Company LLC.
- Cholula® is a registered trademark of Spicy Liquid LLC.
- OLD BAY® is a registered trademark of McCormick & Company, Inc.

Logos and Art

Showcase your use of Frank’s RedHot, Cholula, and/or OLD BAY by featuring our logos, brand elements, or iconic packaging on your menu — a great way to highlight that you proudly serve these well-known brands.

[Download Logos and Branding Assets](#)



Logos Usage

For white and lighter background colors: Use standard color versions.



For dark backgrounds: Use reversed one-color versions.



When showing our brand logos, ensure they are:

- Legible
- Not condensed or stretched
- Shown with all components; not partial and not covered
- Shown upright



Submission Form

Leveraging Our Brands is as Easy as 1,2,3:

1. Utilize one of our approved assets on your menu and follow all outlined brand guidelines.
2. Send it to menumentions@mccormick to gain approval before finalizing your menu.
3. Submit your completed submission form and terms & conditions document along with a copy of your menu.

Submit by e-mail or mail to:

redemptionservices@vpdcs.com

McCormick's Menu Mention Program

P.O. Box 552

Traverse City, MI 49685-0552

Toll-free: 888-448-0103

Copy menumentions@mccormick.com on e-mail submissions

Menu Mention Details:

Number of Locations: _____ x \$150 = _____ (Maximum redemption value \$1500 per 12-month period)

Menu Items Featured: _____

Menu Live from: Date Launched _____ to Date Completed _____

Mail My Rebate to:

Establishment/Name of Business: _____

Your Name & Job Title: _____

Street Address: _____

Mailing Address (if Different): _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

Work Email Address: _____

Broker Sales Representative Name: _____

Broker Sales Representative's Company: _____

Offer Details:

- This program is limited to one redemption of \$150 for a menu mention, per operator location, per 12-month period.
- Maximum redemption of \$1,500.
- This offer is limited to foodservice operators only. Distributors or wholesalers are not eligible.
- The menu mention must be live for a minimum of 12 weeks. Weekly and daily cafeteria menus do not qualify.
- McCormick reserves the right to audit requests for payment and reserves the right to terminate this program at any time.
- Offer valid January 31, 2026 – December 31, 2026.
- You have 30 days from the end of the quarter to submit your request for payment. Final post mark date for all submissions is January 31, 2027.
- Offer void where prohibited.

Terms & Conditions Form

This agreement (the "Agreement") sets forth the terms and conditions governing participation by the entity listed in the signature block below ("Participant") in the Food Service Rebate Program (the "Program") administered by third parties, including Village Press ("Administrator"), on behalf of McCormick & Company, Inc. ("McCormick"). As further described, the Program provides for Participant to display certain trademarks and logos of McCormick or its affiliates or subsidiaries, products on menus, signage, advertising materials, and/or other materials ("Authorized Materials") used at Participant's restaurants in the United States (the "Territory") order to promote the availability of such McCormick products at such restaurants. In consideration for such promotion of McCormick products, Administrator will pay the amounts set forth in this letter to Participant.

1. Participant's participation in the Program will commence on the date set forth above and, unless sooner terminated, will end at the end of the redemption period described herein (the "Term"). The Term may be extended or renewed by mutual written agreement of the parties. Either party may terminate this Agreement and Participant's participation in the Program for any reason or no reason on thirty (30) days' notice. Upon expiration or termination of this Agreement, Participant will cease all use and display of the Trademarks (as defined below).

2. This Agreement identifies (a) the McCormick trademarks and logos that Participant will display in connection with the Program (the "Trademarks"); (b) the geographic location(s) of Participant's restaurants that will participate in the Program (the "Territory"); and (c) the "Authorized Materials".

3. During the Term, Participant will display the Trademarks on the Authorized Materials used at Participant's restaurants in the Territory, solely to promote the availability of the applicable McCormick products at such restaurants. For clarity, Participant is permitted to display the Trademarks only in connection with genuine McCormick products purchased from McCormick or an authorized McCormick distributor or retailer ("Genuine Products").

4. In consideration for Participant's promotional activities under this Agreement, Administrator will pay the amounts set forth in Schedule A to Participant.

5. Participant will not: (a) except as expressly permitted hereunder, use or display any trademark confusingly similar to any of the Trademarks; (b) register or attempt to register any of the Trademarks or any confusingly similar trademark; (c) register or use any domain name that includes or is confusingly similar to any of the Trademarks; (d) challenge the enforceability, validity, or McCormick's (or its subsidiaries and/or affiliates) ownership of any of the Trademarks; (e) modify any of the Trademarks or combine any of the Trademarks with any other trademarks; (f) use or display any of the Trademarks in connection with any goods or services other than Genuine Products, on any materials other than Authorized Materials, or at any restaurants or other locations outside the Territory; or (g) otherwise use or display any of the Trademarks in any manner other than as expressly permitted and required by this Agreement.

6. Participant will comply with such trademark guidelines as McCormick or Administrator may provide to Participant from time to time. Without limitation of the generality of the foregoing, Participant will include the applicable trademark notice set forth in Schedule A with each use of the Trademarks on Authorized Materials. Participant acknowledges that it has not acquired, and will not acquire, any right, title or interest in or to the Trademarks except the limited right to display the Trademarks as expressly set forth in this Agreement, and agrees that all such use and all associated goodwill will inure to the sole benefit of McCormick.

7. Participant must submit all menus, signage, advertising materials, and other materials on which Participant intends to display any of the Trademarks to McCormick or Administrator for review and approval, in such format and on such cadence as directed by McCormick or Administrator, and will not use any such material until McCormick or Administrator provides such approval in writing.

8. Participant will operate its restaurants and otherwise conduct its business in a manner that reflects positively on the Participant and the Trademarks, and will display the Trademarks in a manner that does not derogate McCormick's (or its subsidiaries' and/or affiliates') rights in the Trademarks or the value of the Trademarks, and will take no action that would interfere with, diminish or tarnish those rights or value, or would otherwise bring the Trademarks and/or Participant into disrepute. Participant will indemnify and hold harmless McCormick from and against all claims, demands, and actions, and all associated expenses, damages, judgments, awards and settlements, based upon or arising out of or relating to any breach (or allegation that, if true, would be a breach) of Participant's obligations under this Agreement or otherwise arising out of or relating to Participant's restaurants or any goods or services of Participant.

9. MCCORMICK (AND ITS SUBSIDIARIES AND AFFILIATES) AND ADMINISTRATOR EACH MAKE, AND PARTICIPANT RECEIVES, NO WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, RELATED TO THE TRADEMARKS OR THIS AGREEMENT. THE TRADEMARKS

ARE PROVIDED "AS IS," AND MCCORMICK (AND ITS SUBSIDIARIES AND AFFILIATES AND ADMINISTRATOR SPECIFICALLY DISCLAIM ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT AND TITLE, AND ALL OTHER WARRANTIES THAT MAY OTHERWISE ARISE FROM COURSE OF DEALING, USAGE OF TRADE OR CUSTOM.

10. In no event will McCormick (or its subsidiaries or affiliates) be liable for any indirect, incidental, special or consequential damages of any kind, or damages for lost profits, or loss of goodwill arising out of or relating to this Agreement or the Trademarks, whether liability is based in contract, tort, product liability or any other theory of liability. McCormick's (and its subsidiaries' and affiliates') aggregate liability under this Agreement will not exceed the total amounts actually paid to Participant under this Agreement. The foregoing limitations of liability will apply regardless of whether the applicable party knows or has been advised of the possibility of such damages.

11. For clarity, this Agreement is entered into between Participant and Administrator, and accordingly McCormick will have no obligations or liability to Participant under this Agreement. However, McCormick is an intended third-party beneficiary of this Agreement and will have the right to enforce its terms directly against Participant. In no event will Administrator (or McCormick, if McCormick is determined to have any liability under this Agreement notwithstanding the foregoing) be liable for any indirect, incidental, special or consequential damages of any kind, or damages for lost profits, or loss of goodwill arising out of or relating to this Agreement or the Trademarks, whether liability is based in contract, tort, product liability or any other theory of liability. Administrator's (and McCormick's, if McCormick is determined to have any liability under this Agreement notwithstanding the foregoing) aggregate liability under this Agreement will not exceed the total amounts actually paid to Participant under this Agreement. The foregoing limitations of liability will apply regardless of whether the applicable party knows or has been advised of the possibility of such damages.

12. This Agreement will be interpreted under the laws of the State of Maryland without reference to conflicts of law principles. Participant will not assign, delegate or otherwise transfer this Agreement or any of its rights or obligations under this Agreement without the written consent of McCormick or Administrator, and any purported assignment, delegation or other transfer, except as permitted herein, will be null and void. Subject to the foregoing, this Agreement will be binding upon and will inure to the benefit of the parties and their respective successors and permitted assigns. This Agreement constitutes the entire agreement between the parties with regard to the subject matter hereof and supersedes all prior agreements and understandings among or between the parties relating to such subject matter. This Agreement may not be modified except in writing, signed by both parties. If any provision of this Agreement is determined by a court of competent jurisdiction to be invalid or unenforceable, that decision will not affect or impair the validity or enforceability of any of the remaining provisions of this Agreement. Any notice or other communication required or permitted hereunder will be in writing, delivered to the applicable party at the address set forth above or to such other address as the such party may from time to time designate in a writing delivered pursuant to this sentence, and will be deemed properly given upon receipt.

Please acknowledge Participant's consent and agreement to the foregoing by countersigning this letter in the space provided below.

Restaurant Name: _____

By: _____

Title: _____

Sign Name: _____

Date: _____