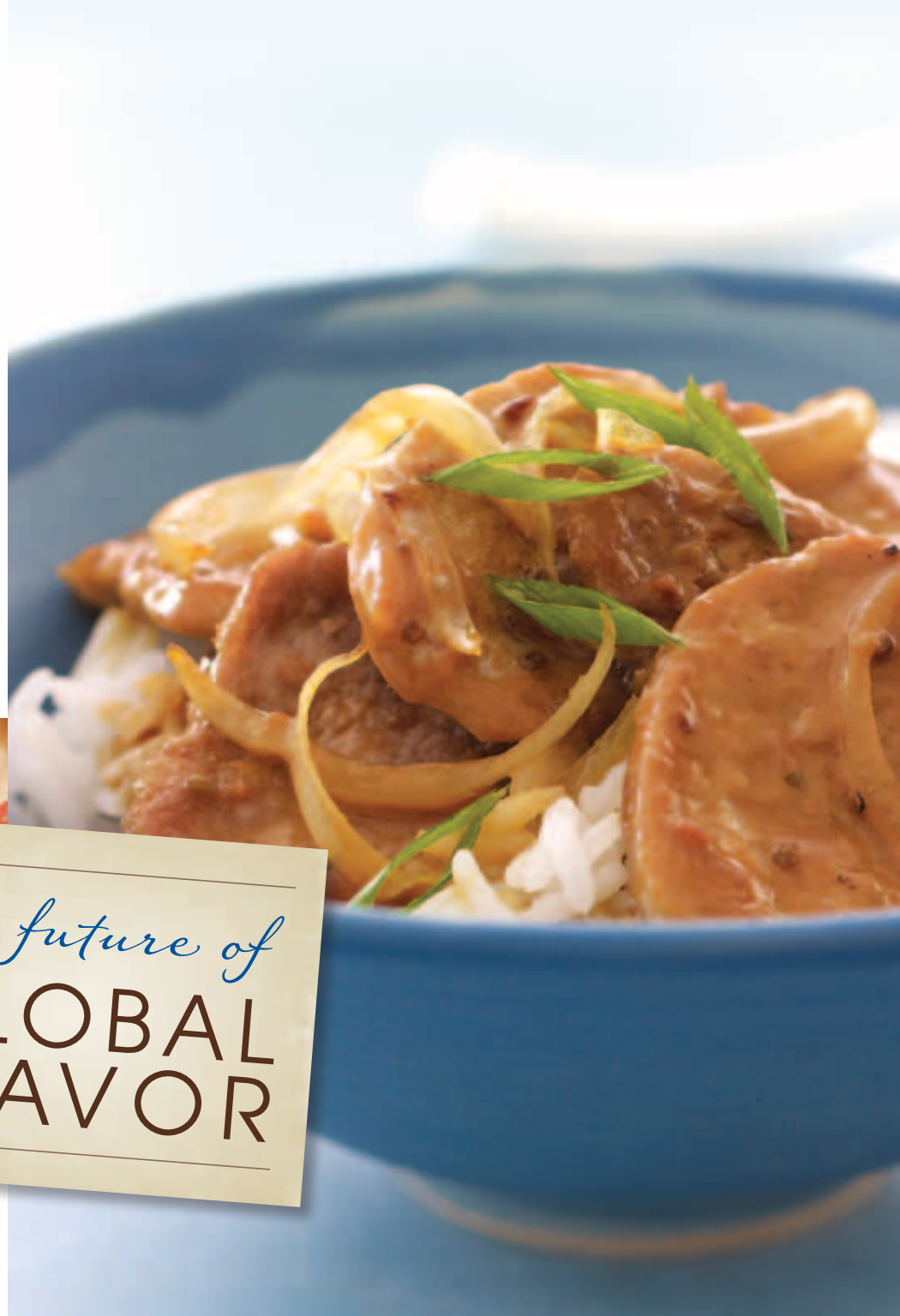




# Flavor Forecast<sup>®</sup> 2013



*the future of*  
**GLOBAL  
FLAVOR**





# *the future of* global flavor

dukkah-crusted fish  
with broccoli & red lentils



As a global leader in flavor, McCormick® has been on the forefront of identifying emerging culinary trends with our signature Flavor Forecast®. This annual look at the future of flavor plays a distinctive role in sparking a spirit of discovery worldwide. Since 2000, the McCormick® Flavor Forecast® has pinpointed top trends and flavors—a hallmark of our passion for flavor. From those on the verge of widespread appeal to subtle undercurrents just beginning to materialize, these culinary drivers have potential to alter the innovation landscape for the future.

To develop this report, McCormick assembles a dynamic group of our experts—chefs, culinary kitchens, sensory scientists, dietitians, trend trackers, marketing experts and food technologists—from locations around the globe. It involves a year-long process of culinary exploration, data discovery and insight development.

What follows are five trends with flavor combinations that illustrate how these trends are coming to life through taste. They highlight the world's evolving and intensely personal approach to food—and will shape the way we eat in the year ahead and beyond.

*McCormick Brings Passion to Flavor™*





steamed mussels & artichokes  
with hazelnut gremolata



chilled chinese dumplings with creamy dukkah sauce



# *tradition* and innovation collide

This year, the Flavor Forecast reveals a common thread connecting diverse food cultures around the world. In restaurants and kitchens far and wide, cooks are elevating authentic ingredients through individualized inspirations, modern sensibilities and innovative techniques. The result? A delicious medley of unique flavor experiences that is more creative, more diverse and much more personal.



lamb and plantain koftas with tomato-yogurt sauce

## *5 trends of global flavor*

### NO APOLOGIES NECESSARY

Diving headfirst into sumptuous flavors to enjoy the gratification of a momentary escape

### PERSONALLY HANDCRAFTED

A hands-on approach to showcasing the very best of ourselves

### EMPOWERED EATING

Creating health and wellness harmony through a highly personalized, flexible approach

### HIDDEN POTENTIAL

A waste-not mentality, uncovering the fullest flavors from every last part of the ingredient

### GLOBAL MY WAY

Discovering the unlimited flavor possibilities of global ingredients, beyond traditional roles in "ethnic" cuisines

# *no apologies* necessary



charred orange sorbet with warm rum sauce & spiced cookie bars



In a rational rebellion against the “always-on” mindset of modern life, food lovers are making the conscious choice to stop and enjoy the moment. This unapologetic escape from everyday demands is a necessary break, a chance to savor each detail of the eating experience. Diving headfirst into sumptuous flavors, we are staking our claim to the pleasures we crave and the satisfaction we deserve until, finally, all seems right with the world.





cocoa-rubbed ribs with  
passion fruit BBQ sauce



DECADENT BITTER  
CHOCOLATE,  
SWEET  
BASIL  
& PASSION FRUIT

**an intensely indulgent combo**  
that satisfies all the senses



BLACK RUM,  
CHARRED ORANGE &  
ALLSPICE

**an instant tropical getaway,**  
this sultry collision of rum, citrus and  
spice balances richness and warmth

# *personally* handcrafted



In a mouthwatering expression of identity and pride, home cooks and chefs are expanding a hands-on approach to food by personally crafting and perfecting signature ingredients and recipes. They take pleasure in this pursuit and are confident that by putting in a little extra time and effort, they can deliver the truest flavors and showcase the very best of themselves. Communities of like-minded enthusiasts are coming together around this craft to share vibrant, authentic eating experiences.

rosemary smoked tomato jam with poached egg





apple sage tart tatin



CIDER,  
**SAGE**  
& MOLASSES

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**rustic and comforting,**  
this combo brings natural goodness  
to every meal of the day



SMOKED TOMATO,  
**ROSEMARY,**  
**CHILI PEPPERS**  
& SWEET ONION

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**smoky, sweet and spicy flavors**  
energize handcrafted ketchup,  
sauces, jams and more

# empowered eating



swiss chard salad with blackberry-clove vinaigrette



People are shifting their relationship with food to make it more thoughtful, personal and connected to their overall health. Picking and choosing from diverse eating plans, they achieve “Food Zen” through a highly personalized, flexible approach that can change from day to day or even from meal to meal. After years of extremes and feeling out of control about food, they are empowered by this more sustainable lifestyle—and finally finding harmony in “what’s right for me.”





chilled chinese dumplings  
with creamy dukkah sauce



FARRO GRAIN,  
BLACKBERRY &  
CLOVE

**healthy ancient grain rediscovered**  
with powerful hits of fruit and spice



MARKET-FRESH BROCCOLI &  
DUKKAH  
(BLEND OF CUMIN, CORIANDER,  
SESAME AND NUTS)

**satisfying flavors and textures,**  
mixing unexpected varieties of broccoli  
with Middle Eastern spice blend

# hidden potential



steamed mussels & artichokes with hazelnut gremolata



To uncover the possibilities locked within ingredients, food lovers are liberating stunning flavors from produce to proteins. They are artfully transforming underutilized parts like leaves, stems and less familiar cuts of meat into extraordinary meals. Creative cooking methods, a passion for discovery and a “waste-not” mentality drive this effort to coax full flavors out of every last part of the ingredient.





cinnamon-braised lamb shanks with mashed plantains



HEARTY MEAT CUTS,  
PLANTAIN &  
STICK  
CINNAMON

a new take on meat and potatoes,  
these ingredients inspire  
creative approaches that unlock  
their full flavor potential



ARTICHOKE,  
**PAPRIKA**  
& HAZELNUT

**ingredients you thought you knew**  
invite new exploration to unleash their  
deliciously versatile starring qualities

The image is a collage of food-related photos. On the left, a tamale is being unwrapped, revealing a filling of chicken, beans, and a red sauce. In the top left, a bowl of dark, chunky sauce is visible. In the top right, a bowl of katsu (breaded meat) is served over rice with garnishes. The central text 'global my way' is overlaid on the collage.

# global my way

Food fans are exploring a new way of cooking and eating inspired not by traditional global cuisines, but by individual ingredients valued for their unique flavors. While still identified with particular cultures, these ingredients are no longer being limited to their native uses. Cooks are seamlessly incorporating these worldly elements into everyday cooking in a personalized tribute to iconic regional taste experiences.

chicken tamales with katsu picante sauce





sweet & savory  
pork tenderloin stir-fry



# ANISE & CAJETA (MEXICAN CARAMEL SAUCE)

**sweet, rich delight**  
transports desserts and savory  
dishes to new places



# JAPANESE KATSU SAUCE & SAVORY OREGANO

**tangy flavors of BBQ and steak sauce**  
create the next go-to condiment



## *the flavor expert*

McCormick & Company, Incorporated is on a quest to save the world from boring food! As a global leader in flavor our passion has been helping people everywhere make the best-tasting food possible. Our leading brands of spices, herbs, seasoning mixes, condiments and other flavorful products make a real difference in the way people create and experience food, and they can be found throughout the food industry—from retail outlets to food manufacturers to foodservice businesses—and in kitchens all over the world.

Indeed, McCormick creates memorable food experiences and inspires healthy choices that add to the enjoyment of life. With an unrivaled focus on quality, McCormick delivers taste you trust, sourcing world-class ingredients from 40 countries, with a global family of brands that reaches consumers in 100 countries. Our team of researchers, trend experts, chefs, kitchens, food technologists and sensory scientists has identified emerging flavor trends since 2000 through the McCormick® Flavor Forecast®, a catalyst for flavor innovation throughout the food industry.

Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. For more information, visit [www.flavorforecast.com](http://www.flavorforecast.com) or [www.mccormickcorporation.com](http://www.mccormickcorporation.com).

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