

FOR IMMEDIATE RELEASE

CONTACTS:

Laurie Harrsen
McCormick
410/527-8753
laurie_harrsen@mccormick.com

Jennifer Walsh
Weber Shandwick
312/988-2207
jwalsh@webershandwick.com

MCCORMICK® UNVEILS 10th ANNIVERSARY FLAVOR FORECAST™
*Milestone Report Features Top 10 Flavor Pairings and Leading Trends
That Will Define 2010*

HUNT VALLEY, Md. (January 6, 2010) - The flavor experts at McCormick have teamed up with leading chefs, food bloggers and other culinary authorities to identify the top 10 flavor pairings and key trends that are poised to shape the way we eat in the year ahead. The McCormick® Flavor Forecast™ 2010 marks a milestone - it's the 10th anniversary of prolific flavor reports from the industry leader.

"The year in flavor will be heavily influenced by bitter, warm and earthy notes," said Kevan Vetter, Executive Chef at McCormick. "We see America's palates embracing stronger flavors - high-impact combinations that are anything but subtle. For example, bold bitter greens will be appreciated for their assertiveness, tamed with the licorice-like addition of caraway - one of the 10 pairings in this year's report. The warm and earthy duo of roasted cumin and chickpeas is another expression of the year's big flavors."

'Always in season,' one of the key trends identified, recognizes the increased availability of high-quality canned, pickled, preserved, frozen and dried ingredients. "This means year-round flavor is always at the ready - quicker and more accessible than ever before," Vetter said.

McCormick® Flavor Forecast™ 2010 Top 10 Flavor Pairings:

- | | |
|--|---|
| 1. Roasted Ginger & Rhubarb | Exciting layers of spicy and sour, with warming notes and a powerful tang |
| 2. Thai Basil & Watermelon | A colorful study in contrasts offers a sweet, refreshing balance |
| 3. Caraway & Bitter Greens | An unmistakable spice tames the bitter bite of bold greens |

--more--

- | | |
|--|--|
| 4. Bay Leaves & Preserved Lemon | Slowly coaxed flavor worth the wait, an aromatic mix of bitter, salty-tart and bright |
| 5. Almond & Ale | The bittersweet character of both ingredients makes a congenial, cozy and hearty match |
| 6. Turmeric & Vine-Ripened Tomatoes | Earthy and naturally sweet, this colorful, healthful blend is always in season |
| 7. Pumpkin Pie Spice & Coconut Milk | This lush, warm pairing reconnects with its tropical roots |
| 8. Roasted Cumin & Chickpeas | This globetrotting Mediterranean duet delivers warm, earthy flavor harmonies |
| 9. Creole Mustard & Shellfish | A vibrant pair that brings Gulf Coast gusto to any part of the country |
| 10. Chives & Fish Sauce | Savory fusion of French and Asian cuisines |

Leading trends in the McCormick Flavor Forecast 2010 include:

- **In is the New Out** - Big flavors and new definitions of “dinner party” bring the best of restaurant meals home
- **Always In Season** - Preserving the peak of ripeness for year-round enjoyment, fresh at the ready
- **Meatless on the Menu** - Mixing up the center of the plate
- **Ethnic Sizzle** - Tastes of the global grill, appearing in a backyard near you
- **New Comfort Cuisine** - A renewed appreciation for the integrity of ingredients and cooking techniques
- **Where the Cocktail Meets the Kitchen** - Shaken or stirred, tasteful inspiration takes on new forms

###

About McCormick

With an extensive network of researchers, trend experts, chefs, home economists, food technologists, and sensory analysts, McCormick & Company, Inc. keeps its finger on the pulse of flavor. McCormick was founded in 1889 in Baltimore, Maryland. Today it is a global leader in the sale of spices, herbs and seasonings. McCormick sources high quality ingredients from far-reaching destinations to bring a world of flavors to consumers. Over the past decade, McCormick has identified emerging flavors through an annual forecast report.