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 the 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 trackers, marketing experts, chefs, kitches, 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 or www.mccormickcorporation.com.
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.

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This year, the Flavor Forecast reveals a common thread connecting 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.

tradition and innovation collide

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

chilled chinese dumplings with creamy dukkah sauce
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.
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.

Rustic and comforting, this combo brings natural goodness to every meal of the day.

- Cider
- Sage
- Molasses

Smoky, sweet and spicy flavors energize handcrafted ketchup, sauces, jams and more.

- Smoked Tomato
- Rosemary
- Chile Peppers
- Sweet Onion

Rosemary smoked tomato jam with poached egg

Apple sage tart tatin
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.”

**Empowered Eating**

*FARRO GRAIN, BLACKBERRY & CLOVE*

Healthy ancient grain rediscovered with powerful hits of fruit and spice.

*MARKET-FRESH BROCCOLI & DUKKAH*

Satisfying flavors and textures, mixing unexpected varieties of broccoli with Middle Eastern spice blend.

*SWISS CHARD SALAD WITH BLACKBERRY-CLOVE VINAIGRETTE*
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 and stems, and less familiar meat cuts and seafood 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.

To inspire new approaches that unlock their full flavor potential, ingredients you thought you knew invite new exploration to unleash their deliciously versatile starring qualities.

HEARTY MEAT CUTS, PLANTAIN & STICK CINNAMON
streamed mussels & artichokes with hazelnut gremolata

ARTICHOKE, PAPRIKA & HAZELNUT
cinnamon-braised lamb shanks with mashed plantains

steamed mussels & artichokes with hazelnut gremolata
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.

**ANISE & CAJETA**
(MEXICAN CARAMEL SAUCE)

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

**JAPANESE KATSU SAUCE & OREGANO**

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

sweet & savory
pork tenderloin stir-fry

chicken tamales with katsu picante sauce
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