As a global flavor leader, McCormick & Company has a taste for what and how the world eats like no other company in the world. This year, McCormick celebrates our 125th anniversary of connecting people through flavor. We are proud of our heritage of making a real difference in the way people create and experience flavor, from retail outlets to food manufacturers to food service businesses and kitchens throughout the world.

Through our leading brands of spices, herbs, seasoning mixes, condiments and other products, McCormick creates memorable food experiences and inspires healthy choices that help our customers live better and enjoy more. With an unrivaled focus on quality, we source world-class ingredients from 40 nations and deliver those flavors to consumers in more than 100 countries. Since 2000, the McCormick Flavor Forecast has been on the forefront of identifying emerging culinary trends, inspiring a spirit of discovery across the globe. To develop this report, McCormick brings together a dynamic group of global experts—including researchers, trend trackers, marketing experts, chefs, culinary professionals, food technologists and sensory scientists—who serve as a catalyst for driving flavor innovation throughout the food industry.

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Marking our 125th year as a flavor innovator, McCormick is embarking upon a yearlong journey that celebrates the power of flavor. At the heart of this celebration is our belief that the ways we experience and enjoy flavor connect people and cultures around the world.

This anniversary edition of our signature Flavor Forecast, first created in 2000, identifies the insights and ingredients on the rise that will drive the future of flavor. Created by a global team of experts at McCormick—including chefs, culinary professionals, trend trackers and food technologists—it uncovers stories of flavor, cuisines and techniques inspiring creative and delicious innovations for years to come.

Join us for a taste of 2014! We hope you’ll share your flavor story at www.flavoroftogether.com.

McCormick Brings Passion to Flavor®

Shrimp and Queso Fresco Empanadas with Charred Tomatillo Sauce
These insights reflect emerging trends and key cultural influences that are shaping the tastes of tomorrow. Together, they tell an exciting story about how people everywhere are coming together for more diverse, colorful and flavorful meals than ever before.

- CHILES OBSESSION
- MODERN MASALA
- CLEVER COMPACT COOKING
- MEXICAN WORLD TOUR
- CHARMED BY BRAZIL
Sichuan Cashew Sauce
Spicy Papaya & Pineapple Salsa
Pepita & Chile Salsa

“Chilies are really exciting spices—that delicious burning sensation in your mouth prompts warm, energetic, adventurous feelings and all sorts of positive emotions. That’s why chili fans love them so much, and why they’re always seeking that next chili thrill.”
—Silvia King, Sensory Scientist

“In Sichuan province, people eat chilies in nearly every meal, whether at street stands or high-end restaurants. Chilies are everywhere!”
—Chef Billy Mi, China

THE WORLD IS CRAVING HEAT IN A BIG WAY.

Beyond just discovering new chile varieties, this obsession has extended into using techniques like grilling, smoking, pickling, fermenting and candying to tease out their flavor potential.

Guajillo
Aji Amarillo
CHILIES TO WATCH

Guajillo
Mild Mexican Chili
Chile de Arbol
Hot Mexican Chili

CHILIES OBSESSION

Guajillo: Mild Mexican Chili
Chile de Arbol: Hot Mexican Chili

Chile to Watch

Hot Sichuan Chili
Hot Peruvian Yellow Chili

Chorizo Chile Poppers
Already familiar with basic curries, people around the world are taking their appreciation for this richly-spiced cuisine to the next level, exploring more flavors in new contexts, from food trucks to fine dining.

Indian food is finally having its global moment. Indian is influencing a wide range of dishes, restaurants and TV cooking shows. In the UK and South Africa—where Indian fast casual is common as a pizza—we’re seeing local favorites taking on modern twists. This can be as simple as adding a blend of masala to marinate venison. Meanwhile, people in the U.S. are exploring Indian flavor profiles in approachable everyday fare such as salads and sandwiches.

— Chef Steve Love, United Kingdom

**MODERN MASALA**

**FLAVORS TO EXPLORE**

**Kashmiri Masala**
Northern Indian spice blend with cumin, cardamom, cinnamon, black pepper, cloves and ginger

**Grilled Paneer Cheese with Mango Tomato Chutney & Curry Vinaigrette**

**“Street Truck Style” Chicken Jalfrezi Naan Wrap**
As the movement towards more efficient compact kitchens grows, inventive urban dwellers are discovering creative, cross-functional ways to prepare flavorful meals making the most of what's available.

Clever Compact Cooking

Big flavor can come from small spaces.

“Less room to cook just requires a little more creativity! Ingredients that work double (or triple) are key. And, cutting-edge, all-in-one tools that can grate, mix, chop, stir, steam and fry—are helping people create more flavorful meals in tiny urban kitchens.”
—Michelle Thaid, Senior Home Economist, Culinary Development, Australia

“Noodles of all shapes and sizes, whether dried or fresh, are some of the most versatile ingredients you can keep on hand—especially some of the great Asian, Italian and Eastern European varieties. Creative cooks are going way beyond the basics with cool new noodle dishes.”
—Chef Michael Cloutier, Canada

Ingredients

TEA

Naturally soothing and can be used as a spice rub, marinade, and cooking liquid

Noodles

Multi-purpose ingredient for soups, sauces, mixes, stir fries, and salads

Cilantro/Coriander

From seed to leaf, used in countless ways across the globe

Must-Have Ingredients

Easy Lemon Tea-Infused Custard With Candied Apricots

Vegetable “Pho” with Tea Broth
“As awareness for Mexican foods evolves globally, people are eager to discover authentic, local flavors. In the U.S., long-term fans of this cuisine are looking to new regional inspirations, from the bold recados of the Yucatán peninsula to the complex moles of Oaxaca.”

—Chef Kevan Vetter, United States

From a growing taste for regional Mexican fare in North America to early exploration in China, cultures across the world are embracing authentic elements of this bright, bold, and casual cuisine.

**MEXICAN FLAVORS ARE ON THE MOVE.**

**FLAVORS TO EXPLORE**

**RECIPE**

**Chamoy Mango Sunrise**

**Tomatillos**

Tomatillos, or Mexican blue tomatoes, impart a bright, lemony flavor.

**Chamoy Sauce**

A condiment combining apricot, lime, chilies, and spices.

**Tomatillo Maria**

**Salmon Tostada with Chamoy and Charred Corn Relish**

**Recado Rojo**

Spice paste popular in the Yucatán, blends bold flavors with a robust combination of citrus, cumin, sour orange, and a blend of spices.

**MEXICAN FLAVORS ARE ON THE MOVE.**
CHARMED BY BRAZIL

THE WORLD IS ABOUT TO SHINE ITS SPOTLIGHT ON BRAZIL.
ILLUMINATING THE VARIANT FLAVORS AND TRADITIONS OF A DYNAMIC MELTING POT CULTURE THAT INCLUDES EUROPEAN, AFRICAN, ASIAN AND NATIVE AMAZONIAN INFLUENCES. BRAZILIAN TASTES ARE POISED TO Emerge AS A POWERFUL INFLUENCE IN COOKING AROUND THE GLOBE.

BLACK-EYED PEAS
FAVOURITE BEANS

GUAVA
CHERRY, TRADITIONALLY USED IN JUICE AND MELON

BAHIAN SPAÇED CHICKEN & BEANS WITH YUCA MASH

GUAVA
BLACK-EYED PEAS
CAJUPUT
CARDAMOM

INGREDIENTS ON THE RISE

CRUSCA FLOUR
ALSO KNOWN AS MANIOC OR TAPIoca FLOUR, GLUTEN-FREE

GUAVA
CASSAVÁ FLOUR
ALSO KNOWN AS MANIOC OR TAPIoca FLOUR

“Like its people, Brazilian cuisine is a seductive mix of global and native influences. The world’s attraction to Brazil is really heating up—we’re going to discover just how exciting some of these ingredients and flavors can be.”

—Anthony Palmer, Head of Innovation, EMEA
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