

FOR IMMEDIATE RELEASE

CONTACTS:

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

Ashlie White
Weber Shandwick
312-988-2114
adwhite@webershandwick.com

MAKE THIS HALLOWEEN A MONSTER MASH OF COLOR AND FLAVOR

McCormick® Food Colors and Extracts Inspire Fun Halloween Treats

SPARKS, Md (September 18, 2012) - Jack-o-Lantern Orange. Banshee Black. Frankenstein Green. This is the colorful monster mash of Halloween, encouraging creativity in everything from costumes to decorations to tasty treats. The results are sometimes wicked and sometimes whimsical – and, with the help of McCormick, always colorful and flavorful.

“McCormick orange extract and food colors are the perfect combination for Halloween,” said Mark Garcia of the McCormick Kitchens. “And, our Creepy Crawly Cake Truffles make great use of this combo. Not only are these bite-sized spiders, ghosts and bats fun on the outside, they also hold a surprise on the inside: a bright orange-flavored cake. This is just one of many playful ‘tricks’ you can try with food color and extracts on Halloween.”

For more treats that’ll turn your festivities into a delicious graveyard smash, try these recipes from the McCormick Kitchens developed especially for the season:

- **Creepy Crawly Cake Truffles:** Transform orange-colored (and flavored!) cake balls into edible monsters with sweet decorations like melted chocolate, black licorice and jelly beans. Create the mini vampire bats, spiders and ghosts or experiment with creatures of your own to match your costume.
- **Black Velvet Whoopie Pies:** Dive into the spirit of the season with a tempting new take on red velvet cake. These mini cake sandwiches pop with Jack-O-Lantern Orange, Frankenstein Green and Electric Purple fillings that can be customized to your taste with flavors like Orange, Lemon and Raspberry.
- **Orange Hocus Pocus Fizz:** Rim this tantalizing cocktail of rum, coconut and pineapple with black sugar for a sweetly spooky beverage that’ll be the hit of the land. Leave out the rum for a virgin “mocktail” all your little ghouls and goblins can enjoy.
- **Harvest Scarecrow Cookies:** It’s fun and easy to “dress” vanilla sugar cookies as sweet scarecrows by adding shredded wheat “straw hair,” a sugar wafer “hat,” and a smiling red licorice face.
- **Candy Corn Cupcakes:** Inspired by Halloween’s signature candy, these bright cupcakes feature vibrant layers of orange and yellow cake topped with creamy white frosting and sprinkles.

Monster Color Mash-up

Need to tint frosting a freaky Frankenstein Green? Looking for the perfect potion to turn your cakes Jack-O-Lantern Orange? McCormick's Monster Color Mash-Up has your recipe for spot-on sweet and spooky Halloween colors.

MONSTER COLOR MASH-UP:	WHITE CAKE MIX (1 package)	GERMAN CHOCOLATE CAKE MIX (1 package)	WHITE ICING (16 oz. container)	CHOCOLATE ICING (16 oz. container)
Frankenstein Green*	100 drops neon green		25 drops neon green	
Jack-O-Lantern Orange	50 drops yellow 25 drops red		25 drops yellow 12 drops red	
Autumn Red		1 (1 oz) bottle red		100 drops red
Banshee Black		3 Tbsp black		50 drops black

*Neon green is included in the McCormick Neon Food Color & Egg Dye package

NOTE: 1 tsp equals about 100 drops.

For colorful images and full instructions on how to create these Halloween treats, visit McCormick.com, Facebook.com/McCormickSpice or Pinterest.com/McCormickSpices. Look for McCormick Food Colors in the spice aisle of supermarkets and mass merchandisers nationwide.

###

To download food photography, visit the digital press room at www.mccormick.com/foodmedia.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With more than \$3 billion in annual sales, the Company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry - retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick brings passion to flavor™! Visit mccormick.com and Facebook.com/McCormickSpice for more information.