



McCormick

McCormick Celebrates 125 years



Flavor is a universal language. It connects people through shared passions and experiences.

In 2014 McCormick is celebrating their 125 years in a way that only a global flavor leader can: by starting a year-long celebration and conversation about flavor.

- The Flavor of Together program will ask the world to join together and share 1.25 million stories about how flavor unifies and defines us across the globe.
- For every story shared on any of McCormick's brand websites or social channels, McCormick will donate \$1, up to \$1.25 million, to United Way to help feed those in need.
- Insights from McCormick® Flavor Forecast® 2014: 125th Anniversary Edition will be featured on FlavorofTogether.com, along with globally inspired news articles, videos, recipes and more.

Join McCormick by sharing your flavor story at FlavorofTogether.com.



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McCormick® Flavor Forecast® 2014: 125th Anniversary Edition

Since 2000, the McCormick® Flavor Forecast® has been on the forefront of identifying emerging culinary trends that inspire a spirit of discovery across the globe. The Flavor Forecast® 2014 Anniversary Edition, commemorates McCormick's 125th year as a food industry innovator, highlights flavors and techniques that will drive the future of flavor around the world. It uncovers stories of flavor, cuisines and techniques inspiring creative and delicious innovations for years to come.

Here are the Flavor Forecast 2014 insights:

Insight #1: Chilies Obsession

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 full flavor potential.

Insight #2: Modern Masala

Indian food is finally having its global moment. 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.

Insight #3: Clever Compact Cooking

Big flavor can come from small spaces. As the movement toward 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.

Insight #4: Mexican World Tour

Mexican flavors are on the move! 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.

Insight #5: Charmed by Brazil

The world is about to shine its spotlight on Brazil, illuminating the vibrant 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.

About Flavor Forecast

The McCormick Flavor Forecast has been a leader in identifying emerging culinary trends that inspire a passion for flavor since 2000. The global forecast pinpoints the forces that will drive culinary innovation around the world in the coming years.

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 through the food industry.