

# MCCORMICK LAUNCHES TRANSFORMATION OF FLAVOR FORECAST® FOR 2019

## **New Year-Round, Live Feed Approach to Flavor Trend Hunting Spotlights 'The Need for Seed'**

HUNT VALLEY, Md., Jan. 17, 2019 /PRNewswire/ -- Today McCormick & Company, Inc., a global leader in flavor, revealed it's jumpstarting a year-round, always-on flavor news approach to its nearly 20-year-old annual report. Flavor Forecast, which has always highlighted fresh flavor insights and inspiration from around the globe, will now convene in real time in an evolving flavor conversation through podcasts, a video series, Instagram, and Pinterest.

The McCormick® Flavor Forecast® platform is *the* destination for people everywhere who are passionate about knowing the latest in flavor – at restaurants, on retail shelves, in home kitchens and beyond. Flavor Forecast will feature quarterly, in-depth flavor topics and weekly inspiration, plus share vibrant images and videos, educational podcasts, delicious recipes and insider content from a global community of experts, chefs, influencers and flavor forecasters.

"Our new, curated global platform is the place to discover what flavors are on the horizon, what everyone will be talking about, what you should be experimenting with and what flavors we dare you to try now," says McCormick Executive Chef Kevan Vetter. "We invite everyone to join the conversation by following our Instagram feed."

McCormick has also teamed up with some of the hottest thought leaders in food, culture and innovation to help showcase new tastes and their own immersive experiences. Throughout the year, each leader will travel to destinations around the world to report on flavor discovery through their unique lenses, capturing imagery, video and perspectives on the future of flavor.

### **Get Started with a Must Try Flavor Trend for 2019: 'The Need for Seed'**

Little package. Giant punch! We're talking seeds of the crunchy, citrusy, nutty, buttery and pungent form. It's time the whole world started sprinkling, cracking, crusting, toasting and of course eating them on everything - like overnight coconut guava basil seed pudding, Cajun puffed lotus seed snack mix and *gomasio*, a Japanese black and white sesame seed seasoning blend. Seeds are food, fuel and flavor, and they give us texture, taste and wholesome goodness that makes both sweet and savory dishes pop.

To learn more on 'The Need for Seed' and Flavor Forecast 2019, visit [FlavorForecast.com](http://FlavorForecast.com), and follow the [@FlavorForecast](https://www.instagram.com/FlavorForecast) feed on Instagram.

### **Note to media: To download high-resolution images, recipes and materials, visit:**

[https://mccormick.new-media-release.com/2019\\_flavor\\_forecast/index.html](https://mccormick.new-media-release.com/2019_flavor_forecast/index.html) or visit our digital press room at: [www.mccormick.com/press-room](http://www.mccormick.com/press-room)

### **About Flavor Forecast**

Since 2000, the McCormick® Flavor Forecast® has identified top trends and ingredients to discover the tastes of tomorrow. For 129 years, McCormick & Company has been guided by a passion for flavor. This passion drives our constant pursuit of what's next in flavor. Created by a global team of McCormick experts — including chefs, culinary professionals, trend trackers and food technologists — the Flavor Forecast inspires culinary exploration and innovation around the world. Visit [FlavorForecast.com](http://FlavorForecast.com) to learn more.

### **About McCormick**

McCormick & Company, Incorporated (NYSE: MKC) is a global leader in flavor. With \$4.8 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 the Joy of Flavor to Life™. For more information, visit [www.mccormickcorporation.com](http://www.mccormickcorporation.com).

### **CONTACTS:**

Laurie Harrsen

Tess Nellis

McCormick & Company, Inc.

APCO Worldwide

410.527.8753

646.218.8759

[Laurie\\_Harrsen@mccormick.com](mailto:Laurie_Harrsen@mccormick.com) [tnellis@apcoworldwide.com](mailto:tnellis@apcoworldwide.com)

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