NEARLY TWO-THIRDS OF AMERICANS WILL BE MAKING AND/OR EATING DEVILED EGGS THIS EASTER

While Most Include Mustard and Paprika, McCormick Set Out to Learn What Other Flavors Would Be on the Table

HUNT VALLEY, Md., April 9, 2019 /PRNewswire/ -- The classic deviled egg recipe dates as far back as the 13th century, and **the term "deviled" initially referred to a spicy or heavily seasoned dish** With such an ancient recipe, McCormick set out to learn how people have refreshed it over the years.

According to a new online survey[1], commissioned by McCormick, nearly 61 percent of Americans plan to make and/or eat deviled eggs this Easter. While 45 percent of consumers will enjoy the classic recipe, with mustard and paprika as go-to flavors, many are "eggs-perimenting" with different ingredients. The survey uncovered an affinity for bacon (46 percent), as well as a preference for avocado and crab meat (each 28 percent).

"We know that deviled eggs are an Easter favorite, and wanted to inspire everyone to try something new. They had flavors in mind, so we challenged regional chefs to develop recipes that would help Americans get their ideas to the table," said Kevan Vetter, McCormick Executive Chef.

The percentages reflect consumers' interest in trying these flavors, along with the new deviled egg recipes and the chefs who created them:

- **Pimento Cheese Deviled Eggs**, is a southern-inspired recipe (36 percent) from chef Hugh Acheson, Atlanta.
- **Midwestern Smoked Trout Deviled Eggs**, is a seafood-inspired recipe (30 percent) from chef Gavin Kaysen, Minneapolis.
- **Fiery Bacon Deviled Eggs**, is a spicy-inspired recipe (29 percent) from chef Alex Guarnaschelli, New York City.
- **Creamy Jalapeño Deviled Eggs**, is a Mexican/Latin-inspired recipe (26 percent) from chef Rick Bayless, Chicago.
- **Pickled Onion Deviled Eggs**, is a pickled-inspired recipe (21 percent) from chef Timothy Hollingsworth, Los Angeles.

For more Easter ideas, from deviled eggs, to a wow-worthy Spring dessert, and an egg dyeing color guide, visit McCormick.com/Easter and Frenchs.com. Also, check us out on Pinterest , Facebook and Instagram .

[1] The survey was fielded online through Survata on behalf of McCormick. The research consisted of an online quantitative survey of 600 respondents. The overall sample reflects national representation on key demographic measures according to the U.S. Census Bureau.

Note to media: To download survey infographic, high-resolution images, recipes and materials, visit: https://mccormick.new-media-release.com/2019_easter/index.html or visit our digital press room at: www.mccormick.com/press-room .

About McCormick
McCormick & Company, Incorporated is a global leader in flavor. With $5.3 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 the Joy of Flavor to Life™.

View original content to download multimedia:http://www.prnewswire.com/news-releases/nearly-two-thirds-of-americans-will-be-making-andor-eating-deviled-eggs-this-easter-300829508.html

SOURCE McCormick & Company

For further information: Laurie Harrsen, McCormick & Company, Inc., 410.527.8753, Laurie_Harrsen@mccormick.com; Monica Glassman, APCO Worldwide, 646.717.9929, mglassman@apcoworldwide.com

Additional assets available online: PHOTOS (1)

https://news.mccormick.com/2019-04-09-Nearly-Two-Thirds-of-Americans-Will-be-Making-and-or-Eating-Deviled-Eggs-this-Easter