OLD BAY® HOT SAUCE IS HERE

The iconic flavor of OLD BAY, now in a hot sauce!

HUNT VALLEY, Md. January 28, 2020 – OLD BAY, the unique blend of herbs and spices that fans have loved for more than 75 years, is going from a zesty sprinkle to a zingy splash. Tangy with a kick of heat, and that distinctive Chesapeake flavor, OLD BAY Hot Sauce is sure to win over hearts (and mouths!).

New OLD BAY Hot Sauce is about to warm up comfort foods, like chilis, soups and stews, and be your new favorite addition to any game-watching event - just splash on chicken wings, nachos, and dips. And, of course, a dash also adds just the right spice to Bloody Marys and other cocktails.

“OLD BAY Seasoning and hot sauce go together like… Well, OLD BAY and everything” said Jill Pratt with OLD BAY! “Our fans are always super excited to share with us all the ways they’re using the seasoning and celebrating their love of OLD BAY – from costumes and themed weddings to home décor and even tattoos. We can’t wait to hear what they think of our new hot sauce.”

For those who just can’t wait to taste it, OLD BAY Hot Sauce will be available to buy tomorrow, January 29th, directly from OLDBAY.com.

Also, be on the lookout over the next month or so to find the new OLD BAY Hot Sauce appearing for sale at select retail stores, for a limited time, like Acme, Giant, Food Lion, Martin’s, Safeway, Wegmans, Weis and more. A 10 oz. bottle has a suggested retail price of $3.49.

In addition, many local favorite restaurants will be offering the hot sauce for tasting.

For more information on the OLD BAY Hot Sauce, please visitOLDBAY.com and Instagram.

Media Note: Please click here for high-resolution images of OLD BAY Hot Sauce product and recipe ideas.

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About OLD BAY:
For more than 75 years, this distinctive blend of 18 herbs and spices has been a time-honored taste. Just as the recipe hasn’t changed, neither has the iconic yellow and blue can graphics. Once only enjoyed by a lucky few along the Chesapeake Bay, OLD BAY® Seasoning has gained fans all across the country. Best known as THE seasoning for shrimp, salmon, crab and other seafood dishes, these days, OLD BAY is used to flavor hamburgers, chicken, pizza, pasta, vegetable dishes and more. For information and recipes, visit www.oldbay.com and www.facebook.com/oldbay.

OLD BAY is one of McCormick & Company's (MKC) portfolio brands. As a global leader in flavor, McCormick has built a portfolio of leading flavor brands that enhance people’s enjoyment of food all around the world. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings the Joy of Flavor to Life™.

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