LIMITED EDITION OLD BAY® HOT SAUCE RETURNS

Bringing the Heat Back to Summer

HUNT VALLEY, Md. June 10, 2020 – It's back by popular demand. Just in time for the official start of summer, the Limited Edition OLD BAY Hot Sauce is here to spice up favorites like deviled eggs, Bloody Mary cocktails, lettuce wedge salads, pasta and potato salads, fried chicken, crab cakes, dips, and so many more seasonal foods. This unique hot sauce is in stock and shipping to stores for arrival as early as next week.

"When we first launched this special, limited OLD BAY offering in early 2020, we were excited to see the amazing response it received. We knew our loyal Chesapeake-area fans would embrace this hot sauce as the winter escape it was intended to be, however we quickly discovered that fans all over America, and even the world, were seeking it out. We've been fielding requests for its return ever since," said Jill Pratt with OLD BAY. "OLD BAY fans are extremely passionate and loyal, so we are happy to let them know our hot sauce is back for this summer."

With this release, the Limited Edition OLD BAY Hot Sauce will be available in stores on the East Coast. For those that are still anticipating their first taste of the OLD BAY Hot Sauce, its flavor is tangy with a kick of heat, and loaded with that distinctive OLD BAY blend of herbs and spices that has won over hearts (and mouths!) for more than 75 years.

Starting next week, the Limited Edition OLD BAY Hot Sauce will begin appearing at east coast retailers like Acme, Albertson's, Bi-Lo, Big Y, Food City, Food Lion, Giant, Giant Eagle, Harris Teeter, Lowes Foods, Martin's, Price Chopper, Publix, Safeway, ShopRite, Walmart, Wegmans, Weis, Winn Dixie, and more. A 10 oz. bottle has a suggested retail price of $3.49.

In addition, many local restaurants will be offering the OLD BAY Hot Sauce for tasting on special menu options. For more information on OLD BAY Hot Sauce and the latest list of stores selling the hot sauce, please visit OLDBAY.com and Instagram.

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

Media Contacts:
Kendra Ferguson
Cell# 410-456-4379
kendra_ferguson@mccormick.com

Laurie Harrsen
Cell# 443-841-2026
Laurie_Harrsen@mccormick.com

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™.

###
