MCCORMICK® FLAVOR FORECAST® 21ST EDITION REVEALS GLOBAL TRENDS DRIVING THE TASTES OF TOMORROW

Influential tastemakers identify four new flavor themes: Plants Pushing Boundaries, Humble Nosh, Underwater Under Discovered, and Physiological Eating

HUNT VALLEY, Md., April 22, 2021 /PRNewswire/ -- The McCormick Flavor Forecast has been uncovering the trends that transform the way we cook, flavor, and eat for over two decades. The Flavor Forecast 21st Edition continues to connect consumers and food professionals with the latest global flavors and ingredients to delight the senses and bring eating experiences to the next level.

McCormick team members across five global regions connected with notable culinary experts to uncover the latest innovations in flavor. The research over the past year included a series of virtual, interactive at-home culinary experiences lead by chefs exploring a range of flavors from nutritious to indulgent that offer unique tastes, colors, and textures for both food and drinks.

"The pandemic sizably shifted the way we have lived our lives over the past year, yet food continues to be a way to bring people together, even virtually. Despite global travel restrictions, lockdowns, and logging in from vastly different time zones, it was moving to see everyone committed to our mission to study emerging trends and identify the flavors that will undoubtedly spark inspiration for both the home cook and professional chef for years to come," said Kevan Vetter, Executive Chef and Director of Culinary Development for McCormick.

This year's four flavor trends move plants further into the spotlight; invite comforting global flavors to the table in approachable ways; dive deep into the fresh, undiscovered ingredients and textures of the coast; and reignite our health and wellness focus through the reemergence of mindful eating and intentional ingredients based on ancient philosophy.

Plants Pushing Boundaries represents how the plant-based world is now mainstream and has developed into a culinary trend that uniquely honors vegetables, fruits, and botanicals that deliver indulgence, brilliant color, hearty texture, and delightful sensation through flora-focused eating.

- Key flavors – ube (purple yam), Szechuan buttons (edible flower buds), and trumpet mushrooms

Humble Nosh is inspired by the Yiddish word "nashn" meaning to nibble on and combines rising global flavors with the means to 'travel locally' via our plates. It connects us with food and drinks that people have found comfort and nourishment in while satisfying cravings from around the world.

- Key flavors - chaat masala (Indian spice blend), pandan kaya (Malaysian jam), and crisped chilies

Underwater, Under Discovered takes flavors from the coasts to kitchens, delving into less explored ingredients and textures from fresh and salt water like seaweeds and algae for culinary innovation. This trend uproots underwater botanicals that infuse snacks, meals, and beverages with an earthy flavor for a new take on fresh.

- Key flavors – dulse (red sea lettuce flakes), spirulina (blue-green algae), and sea grapes (soft, green algae)

Physiological Eating represents the re-emergence of mindfulness and intention, inspired by ancient practices and beliefs for mind-body balance, a sense of harmony, growth, and self-love. It also focuses on the Ayurvedic practice, which uses six tastes (sweet, sour, salty, bitter, astringent, and pungent) to achieve balance, and warming and cooling techniques to provide comfort to the body.

- Key flavors – coriander, lemon, sea salt, cumin, turmeric, and ginger

To add an extra dash of fun, McCormick has partnered withSanctuary , the popular astrology and mystical services app, to guide consumers to their flavor destiny. Inspired by the McCormick Flavor Forecast 21st Edition's trends, Sanctuary has leveraged its astrological know-how to curate 2021 "Flavor Horoscopes" and other engaging content, including hand-picked recipes for every sign.

In addition, McCormick is partnering with HelloFresh to offer a special meal kit to experience the Plants Pushing Boundaries trend. The kit features a recipe for **Mozzarella & Mushroom Hoagies** that transforms the classic overstuffed Philly sandwich favorite into an indulgent plant-based alternative. The sandwiches are available to order from HelloFresh on the May 15-21 menu *(use promo code: HFPARTNER12)*.

Consumers, foodservice professionals, and product developers alike can draw inspiration from the McCormick Flavor Forecast 21st Edition. To learn more, including more details about each trend, the limited-edition Hello Fresh meal kit and curated "Flavor Horoscope" content by Sanctuary, visit: www.flavorforecast.com .

Media: To download high-resolution images and full recipes, please click here .

About the Flavor Forecast
Since 2000, the McCormick® Flavor Forecast® has identified top trends and ingredients to discover the tastes of tomorrow. For over 130 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 www.flavorforecast.com to learn more.

About McCormick
McCormick & Company, Incorporated is a global leader in flavor. With over $5 billion in annual sales across 160 countries and territories, we manufacture, market, and distribute spices, seasoning mixes, condiments and other flavorful products to the entire food industry including e-commerce channels, grocery, food manufacturers and foodservice businesses. Our most popular brands include McCormick, French's, Frank's RedHot, Stubb's, OLD BAY, Lawry's, Zatarain's, Ducros, Vahiné, Cholula, Schwartz, Kamis, DaQiao, Club House, Aeroplane and Gourmet Garden. Every day, no matter where or what you eat or drink, you can enjoy food flavored by McCormick.

Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is guided by our principles and committed to our Purpose – To Stand Together for the Future of Flavor. McCormick envisions A World United by Flavor where healthy, sustainable, and delicious go hand in hand. To learn more, visit www.mccormickcorporation.com or follow McCormick & Company on Twitter, Instagram and LinkedIn.

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