OLD BAY® CELEBRATES THE LGBTQ COMMUNITY WITH FIRST-EVER PRIDE EDITION OLD BAY® HOT SAUCE

A portion of sales will support The Trevor Project, with a minimum guaranteed donation of $25,000

HUNT VALLEY, Md., June 1, 2022 – Today, OLD BAY® announced it has more than just Maryland pride with the debut of its first-ever Pride Edition OLD BAY® Hot Sauce in support of The Trevor Project, the world's largest suicide prevention and mental health organization for lesbian, gay, transgender, queer, and questioning (LGBTQ) young people. The idea for a Pride Edition OLD BAY Hot Sauce was spearheaded by PRISM, McCormick & Company's Employee Ambassador Group for the LGBTQ community and its allies.

The limited-edition OLD BAY Hot Sauce Pride pack has the same zesty tang and kick of heat that fans have loved since its initial launch in 2020. While the taste remains the same, the iconic blue, red and yellow packaging now has a pop of color. Redesigned in honor of Pride Month, the label features rainbow-colored icons to symbolize pride, equality and love.

"OLD BAY represents hometown pride," said Jill Pratt, Chief Marketing Officer for McCormick. "It goes on everything and should be shared with everyone. It's an iconic flavor that unites us all. We're grateful for the opportunity to partner with The Trevor Project and help advance their mission to end suicide among LGBTQ youth."

The 10 oz. 2-pack Pride Edition OLD BAY Hot Sauce is $10.99 and is available for purchase exclusivelyonline now throughout the month of June, while supplies last. OLD BAY will donate $4 from every purchase to The Trevor Project, with a minimum guaranteed donation of $25,000. The donation will help support the organization's free, 24/7 crisis services, as well as scale counselor training to reach the more than 1.8 million LGBTQ young people who seriously consider suicide each year in the U.S.

For more information on the OLD BAY Hot Sauce Pride edition, please visit OLDBAY.com. Share your love of OLD BAY by following the brand on Twitter, Facebook, Instagram and TikTok.

Media Note: Please click here for high-resolution images of OLD BAY Hot Sauce Pride edition.

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) brands. With over $6 billion in annual sales across 170 countries and territories, McCormick is a global leader in flavor. 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.

About The Trevor Project:
The Trevor Project is the world's largest suicide prevention and mental health organization for lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ) young people. The Trevor Project offers a suite of 24/7 crisis intervention and suicide prevention programs, including TrevorLifeline, TrevorText, and TrevorChat as well as the world's largest safe space social networking site for LGBTQ youth, TrevorSpace. Trevor also operates an education program with resources for youth-serving adults and organizations, an advocacy department fighting for pro-LGBTQ legislation and against anti-LGBTQ rhetoric/policy positions, and a research team to discover the most effective means to help young LGBTQ people in crisis and end suicide. If you or someone you know is feeling hopeless or suicidal, our trained crisis counselors are available 24/7 at 1-866-488-7386, via chat TheTrevorProject.org/Help, or by texting 678678.

Additional assets available online: PHOTOS (1)

https://news.mccormick.com/2022-06-01-OLD-BAY-R-Celebrates-the-LGBTQ-Community-With-First-Ever-Pride-Edition-OLD-BAY-R-Hot-Sauce