

MCCORMICK® TEAMS UP WITH KEKE PALMER TO ANNOUNCE 'AMERICA'S GOT TACOS' SONG CONTEST

The Search is on for McCormick's First-Ever Taco Theme Song, Calling Taco Lovers to Create an Original Jingle for a Chance to Win \$50,000

HUNT VALLEY, Md., August 18, 2022 -- Today, the McCormick® brand and actress, singer, and television personality Keke Palmer have teamed up to announce the launch of 'America's Got Tacos', a nationwide search for the official McCormick Original Taco Seasoning-theme song. Following the success of last year's Director of Taco Relations job search, which garnered more than 5,000 submissions, 'America's Got Tacos' is calling on taco lovers to create an original jingle that showcases their love for all things tacos.

Today through August 31, 2022, taco aficionados who are at least 18 years of age and reside in the United States can submit creative videos showcasing their favorite taco recipe featuring McCormick Original Taco Seasoning at McCormick.com/AmericasGotTacos. The winner of the competition will receive \$50,000 and a year's supply of McCormick Original Taco Seasoning.

"Last year, McCormick set out to find the Director of Taco Relations and were thrilled to receive so many engaging submissions from taco lovers across the country," said Jill Pratt, Chief Marketing Officer for McCormick. "From songs to skits, it's clear that McCormick fans love tacos – hard shell, soft shell, and everything in between. 'America's Got Tacos' is our way of giving fans the opportunity to tell their taco love story through song and put their own flavor on McCormick Original Taco Seasoning."

Made without artificial color, flavors, and no added MSG, McCormick Original Taco Seasoning is truly something to celebrate. As part of the partnership, Palmer will use her lyrical and culinary expertise to help narrow down entrant submissions and select the winner of 'America's Got Tacos.' Palmer will also use her social media channels to get fans excited and provide tips and tricks for creating a standout jingle.

"Enjoying a great meal with the people I love means everything to me," said actress, musician and McCormick partner Keke Palmer. "With your favorite recipe and playlist, taco night can turn any kitchen into a celebration worth singing about! That's why I'm excited to partner with McCormick and help taco lovers get creative and make memories."

To enter, applicants must submit a creative video of an original song incorporating their favorite taco recipe that is no longer than two (2) minutes in length. The song must not be a remake, parody or rendition of any existing song. Applicants are encouraged to display their personality and passion for tacos, including but not limited to inspiration about their favorite way to prepare tacos, their favorite toppings, or how their taco love story came to be. The winner will be selected by McCormick's appointed body of judges and will be notified via social media and a video call from Palmer. The winning submission will be featured on McCormick's official social media channels.

For the complete description of 'America's Got Tacos', visit McCormick.com/AmericasGotTacos. McCormick can also be found on McCormick.com, [Instagram](#), [Facebook](#), [Pinterest](#) and [TikTok](#).

Media Note: To download high-resolution video and full contest description, please click [HERE](#).

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With over \$6 billion in annual sales across 170 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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