MCCORMICK LAUNCHES LIMITED-EDITION HOLIDAY LINEUP TO HELP HOLIDAY HOSTS SPEND LESS TIME PREPPING

- ***New McCormick research finds 24% of surveyed adults cite meal timing as a holiday-planning stressor, while 32% prioritize easier hosting.***
- ***New limited-edition Holiday Finishing Sugars and Seasonal Rubs & Seasoning Mixes bring festive flavor with less day-of prep.***
- ***Chef Bae partners with McCormick on a make-ahead dessert featuring McCormick® Salted Caramel Cheesecake Seasoning Mix, in the 2026 McCormick Holiday Guide.***

Media Assets [HERE] **Credit McCormick®* | **McCormick Holiday Guide [HERE]**

HUNT VALLEY, Md., Nov. 12, 2026 /PRNewswire/ -- New McCormick® consumer research reveals that holiday hosts are seeking ways to make entertaining feel easier without sacrificing the festive flavors that make gatherings special. Among surveyed adults, 24% cite coordinating cooking and serving times as a leading holiday-planning stressor, while 32% say easier hosting is among the areas they are most willing to splurge on during the holidays.

This holiday season, the McCormick brand is helping holiday hosts simplify holiday preparation with its 2026 limited-edition lineup of Holiday Finishing Sugars and Seasonal Rubs & Seasoning Mixes. Designed to bring festive flavor to holiday meals, desserts and entertaining favorites with less day-of preparation, the new products are featured in the 2026 McCormick Holiday Guide, created in partnership with celebrity private chef Brooke "Chef Bae" Baevsky. The guide includes make-ahead recipes, including an exclusive Chef Bae dessert recipe, along with practical planning and hosting tips to help consumers reduce day-of pressure and spend more time enjoying the people around their table.

"For many people hosting holiday gatherings, the holidays have traditionally come with a trade-off: more time in the kitchen or less of the festive flavor that makes a meal feel special," said Jessica Goon, Vice President, US Consumer Marketing, HS&S and Global Media at McCormick. "Drawing on more than 135 years of flavor expertise, McCormick is giving holiday hosts easy ways to bring holiday flavor to the table. Through our holiday product lineup and make-ahead inspiration from Chef Bae, we aim to help people feel more confident and spend less time preparing this holiday season."

Easy Ways to Bring Flavor to the Holiday Table
McCormick is expanding its limited-edition holiday lineup with new Finishing Sugars and Seasonal Rubs & Seasoning Mixes designed to help anyone preparing a holiday meal spend less time preparing and more time enjoying the gathering. From building flavor into turkey and sides to adding a festive finishing touch to desserts, the new products offer simple ways to make every part of the holiday table feel special.

- **New Finishing Sugars:** McCormick® Cranberry Finishing Sugar, McCormick® Dulce de Leche Finishing Sugar, McCormick® Sugar Cookie Finishing Sugar
- **Returning Finishing Sugars:** McCormick® Candy Cane Finishing Sugar, McCormick® Naturally Flavored English Toffee Finishing Sugar, McCormick® Pumpkin Spice Finishing Sugar
- **New Seasonal Rubs & Seasoning Mixes:** McCormick® Turkey Dry Brine Rub, McCormick® Garlic and Herb Butter Roast Seasoning Mix, McCormick® Salted Caramel Cheesecake Seasoning Mix, McCormick® Turkey Rub, McCormick® Creamy Jalapeño Spinach Dip Seasoning Mix

McCormick partnered with celebrity private chef Brooke "Chef Bae" Baevsky to create an exclusive make-ahead dessert recipe featuring the new McCormick® Salted Caramel Cheesecake Seasoning Mix. Included in the 2026 McCormick Holiday Guide, Salted Caramel Cheesecake-Stuffed Gingerbread Cookies give people an impressive, holiday-ready dessert they can prepare in advance, helping reduce last-minute tasks on the day of the gathering. **Chef Bae's make-ahead tip:** Freeze the stuffed dough balls in a tightly sealed container a few months ahead of time, then bake just before serving for a warm, freshly made dessert.

"Sometimes the holidays can feel like a marathon in the kitchen instead of relaxed time with loved ones," said Brooke "Chef Bae" Baevsky. "That's why I'm so excited to partner with McCormick this holiday season. My make-ahead recipe shows people

how to create a special, flavor-forward dessert with less day-of preparation."

Chef Bae's recipe, along with additional make-ahead inspiration, planning guidance and hosting tips, is available in the 2026 McCormick Holiday Guide. The McCormick limited-edition holiday offerings are available online at McCormick.com and at retailers nationwide while supplies last. Explore the McCormick Holiday Guide at **www.McCormick.com/holiday** and follow McCormick on TikTok and Instagram.

About the Survey:
This survey was fielded by Toluna from October 20 to 22, 2026, among 213 U.S. adults ages 18 to 65 (n=145 of the sample being 18-45) who typically celebrate or participate in holiday gatherings between November and December. The sample was weighted by age, gender and region to align with U.S. Census benchmarks and to ensure the sample is representative of the U.S. adult population.

- **A relaxed atmosphere matters more than perfection:** Nearly half of respondents (46%) say a relaxed, welcoming environment is the most important ingredient in a successful gathering, compared with 25% who prioritize a perfectly executed meal.
- **Planning the meal can be a challenge:** Coordinating cooking and serving timelines (24%) and accommodating guests' preferences (23%) are the most frequently cited stresses when planning a holiday meal.
- **Flavor and convenience both matter:** When asked what they are willing to splurge on for the holidays, respondents prioritize easier hosting (32%) and quality ingredients (31%).
- **Tradition still matters, with room for personal touches:** The largest group of respondents (28%) say they follow traditional recipes while making small personal adjustments. At the same time, 78% say their family would probably or definitely notice a change to a favorite holiday recipe.

About McCormick
McCormick & Company, Incorporated is a global leader in flavor. With approximately $7 billion in annual sales across 150 countries and territories, we manufacture, market, and distribute herbs, spices, seasonings, condiments and flavors to the entire food and beverage industry including retailers, food manufacturers and foodservice businesses. Our most popular brands with trademark registrations include McCormick, French's, Frank's RedHot, Stubb's, OLD BAY, Lawry's, Zatarain's, Ducros, Vahiné, Cholula, Schwartz, Kamis, DaQiao, Club House, Aeroplane, Gourmet Garden, FONA and Giotti. The breadth and reach of our portfolio uniquely position us to capitalize on the consumer demand for flavor in every sip and bite, through our products and our customers' products. We operate in two segments, Consumer and Flavor Solutions, which complement each other and reinforce our differentiation. The scale, insights, and technology that we leverage from both segments are meaningful in driving sustainable growth.

Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is committed to its Purpose – To Make Life More Flavorful – and driven by its Vision – To be the World's Most Trusted Source of Flavor. To learn more, visit: mccormickcorporation.com or follow McCormick & Company on Instagram and LinkedIn.

About Brooke "Chef Bae" Baevsky:
As seen on Food Network, America's Test Kitchen, and Overheard Eats, Brooke "Chef Bae" Baevsky is a Los Angeles–based celebrity private chef, entrepreneur, and TV host known for transforming allergy-friendly food into bold, health-forward, and viral recipes. With 1.5M+ "Food Baes" across platforms, her roster of 60+ high-profile clients includes Paris Hilton, Adam Sandler, Emma Roberts, and Mindy Kaling. @chefbae

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