

Passion for Flavor™

A passion for flavor is the driving force behind everything we do at McCormick. For nearly 125 years, we have understood the emotional connections that people have with flavors and food, and this rich legacy allows us to develop inspiring flavor solutions and to anticipate the flavor preferences of tomorrow. Since 2007, 8% to 10% of annual sales have come from products introduced in the past three years.

Including our 2011 acquisition in Poland and joint venture in India, our brands reach more than 110 countries.

In many of these, we are the category leader—not only in spices and seasonings, but condiments, desserts and authentic ethnic cuisines. As evidence of our growth, sales of our Hispanic products in the U.S. have increased 40% since 2006. Through our industrial business, we offer food manufacturers and foodservice customers one of the broadest arrays of flavor solutions.

Every day, no matter where or what you eat, you can enjoy food flavored by McCormick.



PASSION POINT

Staying on the forefront of flavor

For over a decade, our annual look at the future of flavor has been eagerly anticipated by food editors, customers and consumers. Early in 2012, McCormick launched its first global Flavor Forecast®, developed by our flavor experts from around the world.

