

## Connect with McCormick:



The kitchen has always been at the center of the home—and now that center is wired. Younger consumers now learn more about food and recipes on-line than from cookbooks. Recipe views on McCormick.com were up 30% in 2012 from the prior year. Across brands, our facebook fan base is 1.5 million and growing. And in 2012, the explosion of photo-sharing and interest-based sites, like Pinterest and Instagram, led us to establish our brands on these platforms, helping us to speak to our audiences visually and enabling them to feel more connected to us.

Digital marketing offers a very personal way for McCormick to interact with consumers. We are driving consumer engagement and purchases at every stage of the “flavor lifecycle”—from inspiration to celebration.

### 2012 MEMBERS OF OUR MULTIPLE MANAGEMENT BOARD IN EL SALVADOR



### Multiple Management at McCormick

As a pioneer in participative management, McCormick established a Multiple Management philosophy that is the cornerstone of our culture and continues to be a driving force in our growth as a global industry leader.

Begun in 1932, Multiple Management is part professional development program and part business improvement process. Multiple Management Boards engage our employees in action-learning projects in which they bring their innovative ideas, take part in decision-making and implement plans to grow the business. Multiple Management offers an environment for employees to develop core skills crucial for career development including project management, communication, research, critical analysis and leadership. Concurrently, the Boards offer a pipeline of impactful recommendations that improve the business. There are 13 Multiple Management Boards at various global McCormick locations, three regional Boards and one global Board.

One former Multiple Management participant said, “The philosophy of Multiple Management created a spirit which has become our inner strength. It augments and transcends goals, strategies and business plans.” Multiple Management embodies the McCormick credo of The Power of People.

