

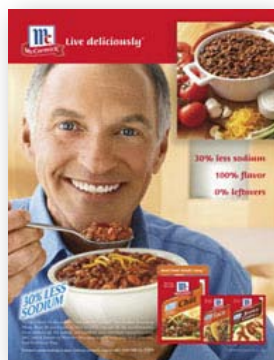
## Inspiring *Healthy Choices*

People have long known about the healthful properties of spices and herbs. They are naturally low in calories, and many are high in antioxidants. Through independent studies funded by the McCormick Science Institute, we have data that support the positive link between certain herbs and spices and healthy living.

Consumers want less sodium, less fat and fewer calories without compromising on flavor. At McCormick we have the knowledge and ability to create products that taste good and are good for you. Many of our customers

recognize this value: in 2011, approximately 40% of product development projects for industrial customers were connected in some way to health or more natural ingredients. This trend will only gather momentum as interest in healthy living grows and consumers continue to appreciate the benefits of spices and herbs.

We bring the same focus on health and well-being to the workplace, where McCormick employees benefit from wellness initiatives that encourage healthful habits and healthier living.



### PASSION POINT

#### Expanding our healthy products

Many of us are interested in reducing salt in our diet. In the U.S. we offer more than 450 salt-free products. Also, we are attracting new consumers with reduced sodium versions of some of our most popular items. More than 75% of U.S. consumers purchasing our reduced sodium dry seasoning mixes are new users, and in 2011 we met this demand by adding new varieties.



