



McCormick's 2010 Annual Report Explains "Passion for Flavor" Scented of Cardamom

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The new McCormick & Company, Incorporated (NYSE:MKC) annual report is now available, and shareholders are reading how McCormick brings Passion for Flavor. The report highlights five global pillars including "A Passion for Flavor" which position McCormick as a global leader in flavor. McCormick has expanded on its legacy of spices and herbs, and the Company's Passion for Flavor brings great tastes to consumers around the world.

The pleasant scent of cardamom is paired with McCormick's financial results in the 2010 annual report. Over the years, investors have been led by McCormick's annual report, which is scented, by following the smell of nutmeg, saffron, and cardamom among others.

The McCormick consumer website www.mccormick.com offers enticing recipes with cardamom like Curry Lamb with Fresh Cardamom, Cardamom Sweet Potato Casserole and Cardamom Butter Cookies. Cardamom has an intense aroma and a citrusy flavor. The spice is native to southwestern India where it flourishes in the higher elevations of the tropical Ghats Mountain Range. A member of the ginger family, cardamom is the dried fruit of the perennial herb Elettaria cardamomum and is often found as a favorite ingredient in Scandinavian baking, as well as in Turkish coffee and Indian spice blends such as garam masala and Curry powder.

Joyce Brooks, Vice President - Investor Relations for McCormick, explained that Baltimore area firm, Schickel Press, applied the scent of cardamom after the printing of the annual report was completed. A glass, the color and consistency of honey, contains the scent and is rolled over the pages after the ink dries. For the 2010 annual report, pages 17-18 have been treated.

The financial news for investors was positive as the report details a financial performance that met or exceeded McCormick's financial objectives for the year, including over \$3.3 billion in annual sales. Also included in the report is more background on the five brand pillars that represent McCormick - Passion for Flavor, Power of People, Taste You Trust, Inspiring Healthy Choices and Delivering High Performance.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor, with the manufacturing, marketing and distribution of spices, seasonings, specialty foods and flavorings to the entire food industry - retail outlets, food manufacturers and food service businesses.

For more information about the company and the 2010 financial results, visit www.mccormick.com

Photos/Multimedia Gallery Available: <http://www.mccormick.com/go/doing-it-right-48227448.aspx>

SOURCE: McCormick & Company, Incorporated

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