



A Healthier New Year Starts with a Better Breakfast

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Spices and Herbs Bring Flavor and Antioxidants to Most Important Meal of the Day

SPRINGFIELD, MA—(BUSINESS WIRE)—Jan. 6, 2012—Starting the year off right can be as simple as starting the day off right. A good breakfast is key to having New Year's resolutions, as people who make smart choices at breakfast are more likely to make smart choices throughout the day, and have healthier diets overall.¹ Kick-starting a healthy morning is easy and flavorful with the help of spices and herbs, which are a delicious source of natural antioxidants. For example, just a half-teaspoon of ground cinnamon adds more antioxidants than three and a half cups of fresh spinach.

To inspire healthier breakfasts, McCormick & Company, Incorporated (NYSE:MKC), a global leader in flavor, has created a variety of simple tips to power up breakfast with spices and herbs like cinnamon, ginger, black pepper and oregano. Regularly adding these herbes to your go-to breakfast fare is an easy, flavorful step that can add up to big benefits.

"Every morning we wake up with the best intentions to set the stage for success. Adding super spices to breakfast makes it effortless to start the day on the right foot," says Wendy Badtler, DPH, MA, RD, author of *The SuperFoodie Diet*. "This is one of my favorite New Year's resolutions because it's so easy to keep—you don't have to give up anything! Spices like cinnamon, ginger and black pepper will only make your morning meals more flavorful and healthy!"

Whether or whenever you're eating breakfast, the McCormick Kitchens have an easy tip to give your morning meal a flavor and antioxidant bonus:

At Home—Breakfast:

- Spread this on your morning toast instead of sugary jams and jellies. Mix 1 package (8 ounces) Neufchâtel cheese (70 less fat than cream cheese), softened, 2 tablespoons honey and 1/2 teaspoon McCormick Ground Cinnamon until well blended. (Serves 8)
Antioxidant Bonus: One serving of Ground Cinnamon flavored spread adds more antioxidants than 1/3 cup of fresh spinach.
- Perk up your morning coffee by sprinkling McCormick Ground Cinnamon over coffee grounds before brewing.
Antioxidant Bonus: 1/2 teaspoon Ground Cinnamon adds more antioxidants than 1/4 cup raspberries.

On the Go:

- Place 1 small ripe banana, sliced, 1 cup frozen strawberries or blueberries, 1 container (8 ounces) vanilla Greek-style yogurt, 1/2 cup orange juice, 1 tablespoon honey and 1/2 teaspoon McCormick Ground Cinnamon in blender. Blend on high speed until smooth.
Antioxidant Bonus: 1/2 teaspoon of Ground Cinnamon adds more antioxidants than 4 medium carrots.
- Mix 1 container (8 ounces) plain or vanilla Greek-style yogurt, 1 tablespoon maple syrup or honey, 1/2 teaspoon McCormick Ground Cinnamon and 1/8 teaspoon McCormick Ground Ginger.
Antioxidant Bonus: 1/2 teaspoon Ground Cinnamon and 1/4 teaspoon of Ground Ginger add more antioxidants than 1 1/2 cups chopped sweet red pepper.

At the Office:

- Sprinkle McCormick Ground Cinnamon on your morning oatmeal to perk up your day. For an extra flavor twist, try adding dried cherries with sliced almonds or walnuts.
Antioxidant Bonus: 1/4 teaspoon Ground Cinnamon adds more antioxidants than 1/2 cup sliced梨.
- For a fresh pick-me-up, sprinkle 1/8 teaspoon McCormick Ground Ginger on store-bought fruit cups or homemade fruit salad.
Antioxidant Bonus: 1/4 teaspoon of Ground Ginger adds more antioxidants than 3/4 cup chopped watermelon.

At Home—Lunch:

- Boil 4 eggs, 1/4 cup reduced-fat milk, 1/2 teaspoon McCormick Oregano Leaves and 1/8 teaspoon each McCormick Garlic Powder and McCormick Ground Black Pepper. Sauté 1 cup chopped vegetables in 1 tablespoon hot olive oil in nonstick skillet. Add egg mixture, scramble. Stir in 1 cup shredded reduced fat cheese. Spoon into 4 whole wheat tortillas.
Antioxidant Bonus: 1/4 teaspoon Rosemary adds more antioxidants than 1/2 cup pineapple. 1/4 teaspoon Oregano adds more antioxidants than 1 cup eggplant.
- Prepare muffin mix as directed on package, add 1 teaspoon McCormick Ground Cinnamon and 1/2 cup dried fruit, such as raisins and cranberries, or chopped walnuts or pecans.
Antioxidant Bonus: 1 teaspoon of Ground Cinnamon adds more antioxidants than 2 1/2 ounces of almonds by your daily muffins.

Looking for more ways to a healthier, more flavorful breakfast? Visit www.spiceoflife.org for additional tips and recipes.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. More than \$3 billion in annual sales, the Company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry—retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored with McCormick. McCormick brings passion to flavor.™ Visit www.mccormick.com, spiceoflife.org and facebook.com/McCormickSpice for more information.

¹ Association of breakfast energy density with diet quality and body mass index in American adults. National Health and Nutrition Examination Surveys, 1989-2004. American Journal of Clinical Nutrition. 2008;86:1396-1404.

Source: McCormick & Company, Incorporated

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