




McCormick's 2011 Annual Report shares "Passion for Flavor" Scented with Garam Masala

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The cover of the 2011 Annual Report features a photograph of a man and a woman in a kitchen. The man is wearing a blue shirt and an apron, and the woman is wearing a red shirt. They are both smiling and looking at a large bowl of food that the man is holding. The background is a simple kitchen setting.

SPRING, MI – (BUSINESS WIRE) – Feb. 16, 2012 – McCormick & Company, Incorporated (NYSE:MKC), a global leader in flavor, announced the publication of its Garam Masala-scented 2011 annual report.

The pleasant scent of garam masala is paired with McCormick's financial results in the 2011 annual report. Over the years, investors have been led to McCormick's annual report, by following the trail of nutmeg, cardamom, and cinnamon among others. McCormick produces the only scented annual report and has been doing so for more than 100 years.

Garam masala is a sweet aromatic spice blend that brings a warm exotic flavor and has been called the "heart" of Indian cuisine. The ingredients vary from region to region, but each include a blend of cardamom, black pepper, cumin, cinnamon and clove. This mix is used in cooking or as a finishing touch in a curry or other Indian dish. India is one of the highest per capita spice consumption regions – estimated at five times the United States. In 2010 and 2011, McCormick expanded into this important market with two joint ventures.

Scented Press applied the scent of garam masala after the printing of the annual report was completed. A gloss, the color and consistency of honey, contains the scent and is rolled over a select number of pages after the ink dries.

The financial news included in the 2011 Annual Report is positive as the report details a financial performance that met or exceeded McCormick's financial objectives for the year, including \$2.7 billion in annual sales. The report also details the company's global expansion, product innovation and the contributions of 5,000 global employees who make it all happen. Also included in the report is more background on the five strategic focus areas for McCormick – Passion for Flavor, Power of People, Taste You Trust, Inspiring Healthy Choices and Delivering High Performance.

McCormick's 2011 Annual Report is also available online at: www.mccormick.com/2011

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With more than \$2 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 by McCormick. McCormick brings Passion to Flavor™

To learn more please visit us at www.mccormick.com/2011

Photo/Multimedia Gallery Available: <http://www.multimedia.gallery/2011/mccormick>

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Cover of 2011 scented annual report speaks to McCormick's expansion in India. (Photo: McCormick & Company, Incorporated)