



## To Meet Growing Demand for Less Sodium, McCormick For Chef® Broadens Product Line with Lowry® Seasoning Mixes

June 26, 2012

Chefs: Enhance Flavors with a Modern Approach to Sodium Ideal for Professional Chef® Menu Needs

Hart Valley, MD, June 26, 2012—More than 50% of consumers concerned with the amount of sodium in their diets, the foodservice industry is taking clear steps to address this growing demand. In fact, 65% of operators have lowered or plan to lower sodium in key menu items because of the percentage of Americans who take in sodium from processed and prepared foods at home and at restaurants.

McCormick For Chef®, the Food Away From Home Division of McCormick & Company, is proactively addressing this initiative by introducing a full line of Lowry® Chef® Classic Dry Seasoning Mixes that contain 500mg of sodium or less per package recipe serving. Products will begin shipping in July 2012. The products are designed specifically for foodservice chefs and operators seeking better for you versions of traditional seasoning blends and help meet consumers' desire for great-tasting food while reducing sodium.

• NEW! Chef® Seasoning Mix, Lower Sodium (500mg)

• NEW! Fajitas Seasoning Mix, Lower Sodium (425mg)

• NEW! Mexican Rice Seasoning Mix, Lower Sodium (425mg)

• NEW! Salsa Seasoning Mix, Lower Sodium (400mg)

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