



McCormick For Chefs and the National Restaurant Association Launch Kids Recipe Challenge

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An Advocate of Child Nutrition, Corbett Builds Awareness of the Foodservice Industry's Efforts to Provide Healthful Kids' Menu Options

Hart Valley, MD, October 9, 2012 – McCormick For Chefs, McCormick & Company's 90/10/100 Food Away From Home business, and the National Restaurant Association (NRA) announce the launch of the Kids Recipe Challenge. The contest, open to independent and chain commercial restaurants, contract manager operations and independent non-commercial operations, will highlight how the foodservice industry is addressing the importance of healthy living by providing wholesome, great-tasting menu options for kids.

As an advocate for child nutrition, McCormick For Chefs inspires healthy choices and instills a passion for flavor with products that taste great and are good for you. Building on this inherent goodness, chefs and operators can easily develop healthful recipes that provide memorable eating experiences for kids.

"As key support of the NRA's mission to support operators and chefs who provide nutritionally balanced kids' meals that are great tasting," said Phil Katsoulis, Vice President of Foodservice, McCormick & Company. "Kids' palates are evolving and they want food choices that are authentic and globally inspired. McCormick For Chefs helps meet that demand and deliver the flavors the kids love. Partnering with NRA to conduct the Kids Recipe Challenge provides the ideal way to showcase recipes that combine our passion for flavor and nutrition."

Reflecting its "holistic" approach, McCormick For Chefs and operators will submit a selection of recipes from their children's menu and secondary outlets will be the ultimate decision makers on the winners. Recipes must meet high marks for taste as well as follow USDA MyPlate guidelines and NRA's Kids Unleashed criteria for "Kid Kid" meals: consisting of 600 calories or less and no more than:

- 25% of calories from fat
- 10% of calories from saturated fat
- 10% of calories from added sugars (added and naturally occurring)
- 10% of calories from sodium

- Must include 2 or more food groups (fruit, vegetable, whole grains, lean protein, lower-fat dairy)
- A panel of industry professionals will evaluate and narrow down the recipes based on its primary criteria: nutritional value, creativity and originality, perceived taste, sense of ease, cost and presentation.

"The Kids Recipe Challenge is another great example of galvanizing the restaurant and foodservice community around the importance of ensuring that American families have ready access to nutritious food," said Dawn Swearing, president and CEO of the National Restaurant Association. "We designed the initiative to be a fun and creative way to showcase healthful menu options, and a source of inspiration for foodservice operators and chefs to continue to add those options to their menus."

Foodservice professionals can learn more about the Kids Recipe Challenge and submit their recipes at www.McCormickForChefs.com/KidsRecipeChallenge until January 7, 2013. Winners will be announced in the spring of 2013 and honored at the 2013 National Restaurant Association show.

About McCormick & Company

McCormick & Company, Incorporated is a global leader in flavor. With more than \$5.5 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. McCormick For Chefs—McCormick's Food Away From Home business—provides unrivaled solutions to meet the distinct needs of professional foodservice with its McCormick Culinary™, Leaven™, Old-Bay™, The Kitchen® and Zest™ products. Chefs and operators can be confident that McCormick brings more sensory science experience, product innovation and flavor expertise for quality taste experiences. McCormick Single Packet® in Flavor™. For recipe ideas, visit www.McCormickForChefs.com. Also, follow us on Facebook @ www.facebook.com/mccormickforcheffs or find us on Twitter @ [mccormickforcheffs](https://twitter.com/mccormickforcheffs).

About the National Restaurant Association

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 370,000 restaurant and foodservice outlets and a workforce of nearly 13 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show (NRA Show May 18-21, 2013, in Chicago), leading food safety training and certification program (ServSafe), unique career building high school program (the NRAEF's ProStart), including the National ProStart Invitational April 19-21, 2013, in Baltimore, MD, as well as the Kids Unleashed program promoting healthy food menu options. For more information, visit www.nra.org and find us on Twitter @NRARestaurant, Facebook and YouTube.

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