



McCormick For Chefs® to Present at General Session and Lead Multiple Seminars at The Culinary Institute of America's Worlds of Flavor Conference

October 31, 2012

Highly-Respected Annual Event Exhibits Company to Influence Future Flavor Menu Innovation

Napa Valley, MO, October 30, 2012—McCormick For Chefs®, McCormick & Company's Food Away From Home business, will have a significant presence throughout The Culinary Institute of America's (CIA) 2012 Worlds of Flavor International Conference & Festival in Napa Valley, California. As an authority on flavor and the event's only grand-platinum sponsor, McCormick For Chefs is the first and only branded company to present during the general kick-off session. Additionally, McCormick experts Corporate Chef Recipe Writer and Chef Spice Buyer Al Gustas will present, lead or actively participate in six different seminars and cooking demonstrations geared towards creating globally inspired foods that are authentic and groundbreaking.

The theme of this year's conference, held November 1-3, is Art of Flavor: Re-imagining Culinary Exchange, from the Mediterranean and Middle East to Asia. Attendees, including top chefs and restaurateurs, will have the opportunity to exchange information with culinary professionals from 34 different countries and explore how the cultural framework of specific regions can drive menu innovation in the United States.

The CIA's Worlds of Flavor conference is about embracing the real great techniques, flavor combination or ingredient from abroad that will appeal to American palates, making our food more a global "it," said Phil Kaderaka, Vice President of Foodservice, McCormick & Company. "As a global leader in flavor, McCormick is honored to be the first and only branded company to present at this highly-esteemed event. Through extensive sensory science and continuous product innovation, McCormick brings new flavors to market that embrace spices, herbs and seasonings from around the world."

For more conference information, visit www.worldsoflavor.com.

About McCormick & Company

McCormick & Company, Incorporated is a global leader in flavor. With more than \$2.5 billion in annual sales, the company manufactures, markets and distributes spices, seasoning mixes, condiments and other foodservice 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™, Leavening, Old World® and Zestful® products. Chefs and operators can be confident that McCormick brings more sensory science experience, product innovation and flavor expertise for quality taste experiences. McCormick Brings Passion to Flavor™. For recipe ideas, visit www.mccormickforchefs.com. Also, follow us on Facebook at www.facebook.com/mccormickforchefs, or find us on Twitter at <http://twitter.com/mccormickforchefs>.

About The CIA's Worlds of Flavor International Conference & Festival

The Culinary Institute of America's Worlds of Flavor International Conference & Festival is widely acknowledged as the country's most influential professional forum on world cuisines, food cultures, and flavor trends. Each November, the Worlds of Flavor conference welcomes more than 60 guest chefs and other expert presenters from around the world and across the United States to the college's historic Napa Valley to showcase the gold standards of world cuisines that are reshaping American palates and our industry. Now in its 15th year, the annual gathering has become a "must attend" for leading chefs, corporate menu decision makers, foodservice management executives, suppliers, journalists, and professionals.

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