



McCormick World of Flavors Kicks off Big Game Celebration and "BAYLIEVE" T-shirt Sale

January 30, 2013

SPRING, Md., Jan. 30, 2013 (PRNewswire) - McCormick World of Flavors, McCormick & Company's (NYSE:MKC) one-of-a-kind retail destination announced today that it is the official "BAYLIEVE" headquarters for the upcoming Big Game. In partnership with OLD BAY®, the inner harbor retail store is the place to go for your tailgating and game watching needs. This week, patrons can purchase BAYLIEVE exclusive t-shirts for \$7.50. In addition, lucky visitors will receive free BAYLIEVE gifts including posters and bumper stickers (while supplies last), and learn fun and easy ways to show support of the home team. McCormick World of Flavors also announced an enhanced cooking demonstration schedule for the week leading up to the Big Game. Today through Sunday, February 3 from 12:00 pm - 2:00 pm, visitors can sample amazing recipes that will wow the game day parties.

Wednesday - Friday: **Seven Layer Fiesta Dip** featuring McCormick Taste Sensations Mix
OLD BAY® wings featuring OLD BAY® Seasoning

Saturday & Sunday: **Touchdown Chili** featuring McCormick Chili Seasoning
OLD BAY® wings featuring OLD BAY® Seasoning
Zucchini & Corn Fiesta Dip
Purple Parrot featuring McCormick Assorted Sweet Fruit Colors

McCormick World of Flavors is located on the first floor of the Light Street Pavilion in Baltimore's Inner Harbor, 301 Light Street, Baltimore, MD 21202. Store Hours: Monday - Saturday, 10:00 am - 9:00 pm, Sunday, 12:00 pm - 6:00 pm; phone: (410) 855-1255.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With \$4 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, to make meals 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/foodinfo

For information contact:

Corporate Communications
Lori Williams (410) 527-6004 or lori_williams@mccormick.com

SOURCE: McCormick & Company, Incorporated