



McCormick Celebrates Its 125-Year Milestone With Yearlong "Flavor Of Together" Program

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Global Storytelling Campaign Launches with 125 Flavor Ambassadors and Aims to Generate \$1.25 Million for Hunger Relief

SPRINGFIELD, Mo., Dec. 3, 2013 /PRNewswire/ - McCormick & Company, Incorporated (NYSE: MCC), a global leader in flavor, today kicked off a yearlong 125th anniversary celebration with the goal of connecting people around the world as they share 1.25 million stories about the special role food and flavor plays in our lives.

To view the multimedia assets associated with this release, please click <http://www.mccormick.com/125>.

"Flavor has the power to bring us together across continents and cultures," said Alan D. Wilson, Chairman, President and CEO of McCormick. "That people know McCormick as an essential part of their spice rack, but McCormick's flavor innovation and leadership go well beyond our heritage in spices. In fact, millions of people around the world enjoy food flavored by McCormick every day."

In 2014, McCormick is celebrating 125 years of leading flavor innovation by telling people from all corners of the globe to share their [Flavor Stories](http://www.mccormick.com/125) and help donate to food banks in need. For every story shared on any McCormick brand website or @McCormick social channels, McCormick will donate \$1, up to \$1.25 million, to United Way to help feed those in need.

In this yearlong program, McCormick will follow and share stories from culinary influencers and families beginning with 125 Flavor Ambassadors and cascading across all regions where McCormick operates. The goal of the campaign is to inspire a passionate conversation about flavor. McCormick will engage and educate people about exciting food trends and how flavors and cuisines travel across cultures. People can follow along at www.FlavorOfTogether.com to view memorable videos, recipes, and stories from consumers, popular chefs, bloggers and more.

"For me, life's most memorable moments happen around a shared meal with family and friends. It's what brings us together," said Wilson. "With the Flavor of Together program, McCormick is celebrating these moments and uniting families around the world to share a common passion for flavor."

Today, McCormick has evolved from its roots as a Baltimore-based spice company to become a global flavor leader with \$4 billion in annual sales. McCormick works with a broad range of food manufacturers and foodservice businesses to develop other flavorful products, including nine of the top 10 multi-national food manufacturers and eight of the top 10 global foodservice restaurants.

As the anniversary celebration nears in New York City today, McCormick also announced a special anniversary edition of its influential annual [Global Forecast](http://www.mccormick.com/125), a global survey of insights into what the world will be eating next. The McCormick Flavor Forecast® 2014-125th Anniversary Edition reveals five flavor insights that are driving the future of flavor in the next few years. These insights include: Chilean Chisaston, Modern Miso, Cider-Crusted Cooking, Mexican World Tour and Charmed by Bread. McCormick will bring the Flavor Forecast insights to life through monthly online video content and a steady stream of world-view stories found at www.mccormick.com/125. For more information on this year's Flavor Forecast, including detailed descriptions of each insight, recipes to try at home, imagery and more, please visit www.mccormick.com/125.

About McCormick & Company, Incorporated
McCormick & Company, Incorporated is a global leader in flavor with more than \$4 billion in annual sales. McCormick manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry – retail outlets, food manufacturers and foodservice businesses – in more than 110 countries. Since Williamally M. McCormick founded the company selling nut beer extract in 1888, McCormick has demonstrated a strong commitment to the communities in which it operates and the planet as a whole. Innovation in flavor and a clear focus on employee engagement and product quality has allowed McCormick to grow its business globally and become the flavor leader it is today. For more information, visit www.mccormick.com.

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SOURCE: McCormick & Company, Inc.