



McCormick Culminates Its 125th Anniversary With a \$1.25 Million Donation to United Way Worldwide
November 19, 2014

Flavor conversation sparked around the globe helps feed those in need.

SPRING, Md., Nov. 19, 2014 (PRNewswire) — McCormick & Company, Incorporated (NYSE:MKC), a global leader in flavor, today announced the culmination of its 125th anniversary celebration, Flavor of Together, a year-long storytelling initiative that celebrates the role flavor plays in our lives. As part of the celebration, McCormick will donate \$1.25 million to United Way Worldwide to help feed those in need. Throughout this milestone year, McCormick discovered that food enthusiasts around the world share a common thread — a deep connection to flavor and the feeling it evokes.



McCormick and United Way of Central Maryland came together today as part of the Flavor of Together program for the "Feast of Plenty" event in Baltimore. Matched to dinner buffets and Thanksgiving meal essentials to local families in need. McCormick contributed more than 10,000 products, including turkey gravy, recipe kits, poultry seasoning, and cornmeal.

"During this major milestone year, we learned from rising chefs and food enthusiasts around the world about the central role flavor plays in their lives," said Alan D. Wilson, Chairman, President and CEO. "Stories from China, France, El Salvador, Mexico, the UK, Portugal, Austria, Switzerland, Canada, Poland, the U.S. and many other regions of the world reinforced a rising interest in new, adventurous flavors. This has energized our future plans to create iconic products that will satisfy consumer demand for bigger, bolder flavor experiences." "United Way is honored to have been part of McCormick's 125th Anniversary and its Flavor of Together program," said Brian A. Gallagher, President and CEO of United Way Worldwide. "This partnership truly embodies our mission of mobilizing communities around the world to improve lives and advance the common good. We're grateful to everyone who shared a flavor story and to McCormick for their tremendous generosity and commitment to helping feed those in need."

A Global Flavor Program

Flavor of Together was launched in December 2013 with the McCormick Flavor Forecast® 2014, 125th Anniversary Edition and more than 125 culinary influencers as Flavor Ambassadors. The Ambassadors shared their passions for flavor and experiences with food, and encouraged others to do the same across all 24 countries where McCormick operates. For every flavor story shared at FlavorofTogether.com or on social channels using #FlavorStory, McCormick donated \$1 to United Way Worldwide to help feed those in need. Throughout the year McCormick collected more than 1.25 million flavor stories from global consumers, employees, influencers and media. Many of the stories shared were inspired by the Flavor Forecast 2014, and many included memorable videos, family recipes, and diverse cultural flavor traditions, showcasing the power flavor has to bring people together across continents and countries.

The anniversary celebration is culminating this month, however McCormick wants to keep the flavor conversation going. In 2015, McCormick will continue the Flavorful story sharing through American HomeMade, a U.S. program celebrating America's diverse tastes and homemade favorites.

To learn more about McCormick's 125th anniversary program, and to view the videos, recipes and stories shared in the past year, visit FlavorofTogether.com. To share your personal flavor story and submit a homemade dish, visit www.flavoroftogether.com.

About McCormick
McCormick & Company, Incorporated is a global leader in flavor with more than 24 billion in annual sales. McCormick manufactures, markets and distributes stocks, seasoning mixes, condiments and other flavorful products to the entire food industry — retail outlets, food manufacturers and foodservice businesses — in more than 125 countries and territories. Since William M. McCormick founded the company selling root beer extract in 1889, 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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