



## 25 New McCormick Products For Winter Make It Easy To Create Flavorful Meals

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Skillet sauces and gluten-free recipe mixes lead the lineup.

HUNT VALLEY, Md., Dec. 11, 2014 /PRNewswire/—McCormick & Company (NYSE: MCC), a flavor leader for 125 years, is introducing a powerful lineup of 25 new products perfect for winter meals. These convenient items answer the growing consumer demand for more flavor – as indicated by a 20 percent increase in spice, herb and seasoning purchases in the last five years.<sup>1</sup>

"Our new products make weeknight dinners more exciting because they give home cooks a chance to explore new flavors and cuisines in meals that are easy to make," said Chef Kevin Vetter of the McCormick Kitchens. "For example, you can charge up chili by adding the roasted garlic or smoky barbecue flavors. You can also make Taco Tuesday aside with chipotle pepper, or swap out beef for beefsteak-flavored shrimp."

McCormick's new winter products cater to today's more adventurous consumer palate – reflecting a desire for everything from bold chili heat to ethnic flavors, as highlighted in [McCormick Flavors Forecast](#) report:

### Seven Stellar Sauces

These sauces help get a flavorful dinner on the table that cooks in just 10 minutes. Simply pour into a skillet and add your favorite meat and vegetables.

- **Smoky Applewood BBQ Chicken with Bacon:** Whip up a quick and easy BBQ-inspired weeknight chicken dish.
- **Lean with Chipotle & Garlic:** Add a hint of chipotle heat to weeknight meals.
- **Smoky Chicken Stir-Fry:** Ginger, garlic and soy sauce create the perfect stir-fry.
- **Beef & Simple Smoky BBQ:** Ingredients like brown sugar, paprika, mustard and garlic give this classic American meat a smoky-sweet twist.
- **Fast Roasted Garlic Chili:** A robust combination of the roasted garlic and chili pepper focuses the flavor of this downtime staple.
- **Lean with Roasted Chip, Garlic & Lime:** Fire up fajitas with this sizzling blend of roasted chili pepper, garlic and lime.
- **Smoky Chicken with Tomatoes, Basil & Garlic:** Infuse Italian-style chicken and meatballs with a savory blend of sweet basil and garlic.

### Popular Recipe Mixes Now Gluten-Free

Certified by the National Foundation for Celiac Awareness, new gluten-free recipe mixes are made with the natural goodness of herbs and spices, and no MSG or artificial flavors. They're also priced the same as regular mixes.

- **Chicken-Pine Turkey Gumbo:** This foolproof mix gives you perfect gumbo every time – and, in just five minutes.
- **Smoky Cumin Beans & Salsa:** Just add water and cook for 10 minutes; great on sliced beef, meat, chicken and potatoes.
- **Chicken Pineapple Salsa:** A zesty blend of authentic Mexican seasonings, including onions and peppers, will turn ordinary food into a feast of flavor.
- **Smoky Cumin Chili:** Ready in 20 minutes, this combination of authentic seasonings and chili peppers creates a hearty meal.

### New Bold Flavors in Spices, Seasoning Blends and Recipe Mixes

#### Spices:

- **Roasted Chipotle Paprika**
- **Smoky Chili Pepper**

#### Recipe Inspirations:

- **Roastmarys Grilled Pork Tenderloin with Cilantro**
- **Indulgences Chicken & Tortellini**

#### Seasoning Mixes:

- **Chipotle Taj**
- **Beef Jerky Smoking Taj**
- **Smoky BBQ Chili**

#### Perfect Pinch® Seasoning Blends:

- **Beef & Chili**
- **Smoky Chicken & Herb**

#### Latin-Inspired Flavors:

- **Smoky Seasoning with Peppers**
- **Smoky Seasoning with Cilantro**
- **Smoky Seasoning for Beef**
- **Smoky Seasoning for Chicken & Pork**
- **Smoky Seasoning**

To learn more about these new products, visit [www.McCormick.com](#) and check us out on [Twitter](#) and [Facebook](#).

About McCormick  
To download food photography, visit the digital press room at [www.mccormick.com/PressRoom](#)

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 flavor products to the entire food industry – retail outlets, food manufacturers and foodservice businesses – in more than 125 countries and territories. Since Willoughby M. McCormick founded the company selling root 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. Visit [www.mccormick.com](#), [www.mccormick.com/news](#) and [facebook.com/McCormickSpice](#) for more information.

<sup>1</sup> JFF Grocery Sales Data ending December 2013, Total Spice Category

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