



#### McCormick Announces plans to expand Organic and Non-GMO offerings

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SPRING, Md., Sept. 8, 2015 /PRNewswire/ - McCormick & Company, Incorporated (NYSE: MCC), a global leader in flavor, today announced plans to take a leadership position in Organic and Non-GMO herbs and spices ahead of the peak holiday season. McCormick's commitment builds on its category-leading quality record. The company announced the introduction of a Non-GMO Malted Vanilla Extract as well as plans to significantly increase the number of Organic and Non-GMO offerings in 2016.



McCormick is making several important changes to its portfolio over the next 12 months. The company announced that 80% of its current herbs & spices business in the U.S. will be Organic and Non-GMO by 2016. Additionally over 70% of all McCormick branded herbs, spices and extracts in the U.S. will be labeled Non-GMO. Most of McCormick's herbs & spices are currently Non-GMO. The company will begin to label Non-GMO products to help consumers at the point of sale as part of its commitment to transparency and educating consumers about the category. This move is the first announcement under McCormick's new quality consumer education initiative. Non-GMO Vanilla extract will be the first to hit store shelves and has already begun shipping.

"Our consumers are increasingly interested in quality flavors with pure ingredients in their food," said Lawrence Rutzkus, McCormick's President & Chief Operating Officer. "Our effort to increase our Organic and Non-GMO offerings proves that we are listening to consumers and are committed to continuing to evolve."

The announcement comes ahead of the peak fall cooking and holiday season when consumer usage of herbs, spices & extracts as key ingredients in recipe bundles increases. Meals during this period highlight the importance of flavorful foods for everyone from kitchen novices to cooking novices.

#### About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With \$4.2 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, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings Pleasure to Flavor™

For more information, visit [www.mccormick.com/pressroom](http://www.mccormick.com/pressroom)

For information contact:  
Corporate Communications  
Lori Matheson (410) 527-5200 or [lori\\_matheson@mccormick.com](mailto:lori_matheson@mccormick.com)

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