



McCormick® Flavor Forecast® 2016 Unveils The Tastes Of Tomorrow
December 2, 2015

Annual Global Flavor Report Features Emerging Trends and Flavors

HUNT VALLEY, Md., Dec. 2, 2015 /PRNewswire/— McCormick & Company, Incorporated (NYSE: MCC), a global leader in flavor, has unveiled its annual McCormick Flavor Forecast revealing the tantalizing trends that will shape culinary exploration and innovation — in home kitchens, at restaurants and on retail shelves — across the globe for years to come.

Among the emerging trends is a spotlight on underexplored Southeast Asian fare — Malaysian and Filipino — and the evolution of our inimitable appetite for spicy. Also featured are pulses which serve as a protein-packed canvas for delicious flavors — fitting within United Nations' celebration 2016 as the International Year of Pulses.

"Since its inception in 2005, Flavor Forecast has been tracking the growing interest in heat and identifying upcoming spicy flavors including chipotle, paprika and habanero," said McCormick Executive Chef Kevin Yeater. "Our latest report shows the next wave of this trend is complemented by tang. Look for Southeast Asian sambal sauce powered by chilies, rice vinegar and garlic to take kitchens by storm."

Emerging Trends and Flavors

Identified by a global team of McCormick chefs, food technologists and flavor experts, these trends offer a taste of 2016 and beyond:

1. **Heat + Tang** – Spicy foods welcome contrast with tang accents to elevate the eating experience.
- **Peruvian chile de rocoto**, egg amarillo and ají panca paired with lime
 - **Sambal sauce** made with chilies, rice vinegar and garlic

2. **Tropical Asian** – The vibrant culture and distinctive flavors of Malaysia and the Philippines draw attention from adventurous palates seeking bold new tastes.

- **Pinoy BBQ**, a popular Filipino street food, is flavored with soy sauce, lemon, garlic, sugar, pepper and banana ketchup
- **Roasting Curry**, a Malaysian style paste, delivers mild heat made from chilies, lemongrass, garlic, ginger, lemongal, cardamom and turmeric

3. **Blends with Benefits** – Flavorful herbs and spices add everyday versatility to good-for-you ingredients.

- **Mintachi**, a slightly bitter root is balanced by ginger and citrus
- **Chia seed** becomes tangy when paired with citrus, chia and garlic
- **Turmeric** blended with cocoa, cinnamon and nutmeg offers sweet possibilities
- **Flavored enhancers** (savory blends) when combined with Mediterranean herbs

4. **Alternative "Pulse" Proteins** – Packed with protein and nutrients, pulses are elevated when paired with delicious ingredients.

- **Pigeon peas**, called Toor Dal when split, are traditionally paired with curries and coconut
- **Cranberry beans**, also called borlotti, are perfectly enhanced with sage and Arborio rice
- **Black lentil** blends are tangy accompanied with sautéed and roasted

5. **Accestral Flavors** – Modern dishes reconnect with native ingredients to celebrate food that tastes real, pure and satisfying.

- **Ancient herbs** like thyme, poppyseed, parsley, lavender and rosemary are rediscovered
- **Aniseed**, an ancient grass of the Andes, brings a truly earthy flavor
- **Mescal** is a smoky Mexican liquor made from the agave plant

6. **Culinary-Infused Spices** – Time classic culinary techniques provide new tastes and inspiration in the creation of the latest flators.

- **Flaxseed** combined with apple for ready results
- **Roasting** adds richness with a distinctive browned flavor
- **Smoked** ingredients provide depth with a caramelized sugar note

"Flavor Forecast is a catalyst for innovation," said Yeater. "Throughout the world this year, we're launching 50 new consumer products inspired by Flavor Forecast trends, and we're working with our customers across the food industry — from chain restaurants to beverage and snack producers — to help them do the same."

For mouthwatering recipes, images and more ways to explore this year's top flavors, visit flavorforecast.com.

About Flavor Forecast
Since 2005, the annual McCormick® Flavor Forecast® has identified top trends and ingredients shaping the future of flavor. Created by a global team of McCormick experts — including chefs, culinary professionals, trend trackers and food technologists — the Flavor Forecast inspires culinary exploration and innovation around the world. flavorforecast.com to learn more.

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 when you eat, you can enjoy food flavored by McCormick. McCormick Blends Passion in Flavor.™ For more information, visit www.mccormick.com

To see the original version of this document, visit <http://www.mccormick.com/newsroom/flavor-forecast-2016-unveils-the-tastes-of-tomorrow-20151202>

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