



# News Release

FOR IMMEDIATE RELEASE

## **New McCormick World of Flavors Retail Destination Opens in Baltimore's Inner Harbor** Retail Store Showcases Company's Global Flavors

**Sparks, MD – August 29, 2012** – McCormick & Company, Incorporated (NYSE:MKC), a global leader in flavor, today announced the opening of McCormick World of Flavors, the company's first retail destination. A brand showcase, the retail destination will feature McCormick's range of products with areas focusing on cooking, baking and grilling. At McCormick World of Flavors, visitors will find McCormick US and international brands like OLD BAY, Vahiné and Grill Mates.

The opening of McCormick World of Flavors is an exciting step in McCormick's evolution as a global company; McCormick flavors, seasonings and products can be found in 110 countries around the world. McCormick World of Flavors brings that family of products together for all to enjoy and experience.

"The opening of McCormick World of Flavors is an exciting new way to connect with millions of people who love food and flavor" said Alan Wilson, McCormick Chairman, President and CEO. "Visitors will have the opportunity to interact with many of our brands from around the world as we showcase how we bring flavor to their lives each and every day. Having a retail destination in the Baltimore Inner Harbor brings us back to our roots, offers visitors a chance to have fun, learn and engage.

As part of their visit, McCormick World of Flavor guests will enjoy interactive and educational displays including *Guess That Spice*, a game that tests your sense of smell, *FlavorPrint*, an interactive personalized flavor profile and *Flavors in the Making*, videos on how spices and herbs are made. Cooking demonstrations and product sampling will allow visitors to experience the variety of flavors available in the retail store. There will be a wide range of gift items available for purchase, along with the new McCormick World of Flavors product line only available in the store that includes flavored salsas, olive oils, vinegars, tapenades and more.

McCormick World of Flavors is located on the first floor of the Light Street Pavilion at Harborplace at Baltimore's Inner Harbor. The address is 301 Light Street #1470, Baltimore MD 21202. Store hours are Monday through Saturday, 10:00 am – 9:00 pm and Sunday 11:00 am – 7:00 pm.

The retail destination is located steps away from the site of the McCormick Plant and Headquarters that stood at 414 Light Street from 1920 to 1989.

McCormick partnered with a number of companies to take the retail store idea to this final destination. These include: Bentz-Papson, Arlotta-Dinunzi Brand Theater, JGA architects, EEI Global, Blue Genie Art, 5<sup>th</sup> Screen Digital Services, Triangle Sign & Service, LLC and BuilderGuru Contracting, Inc.

### **About McCormick**

McCormick & Company, Incorporated is a global leader in flavor. With more than \$3.5 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 Passion to Flavor™*.

To learn more please visit us at [www.mccormickcorporation.com](http://www.mccormickcorporation.com).

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