



Flavor Forecast™ 2010

Grilled Bitter Greens with Caraway and Peach

10 Inspiring Pairings and Key
Trends that Will Define the Year

Top 10 Flavor Pairings

1. Roasted Ginger & Rhubarb
2. Thai Basil & Watermelon
3. Caraway & Bitter Greens
4. Bay Leaves & Preserved Lemon
5. Almond & Ale
6. Turmeric & Vine-Ripened Tomatoes
7. Pumpkin Pie Spice & Coconut Milk
8. Roasted Cumin & Chickpeas
9. Creole Mustard & Shellfish
10. Chives & Fish Sauce

2010 Marks a Milestone

It's our 10th anniversary of forecasting the flavors of the year ahead.

For this report, we've taken a global view of taste. A coalition of top chefs, popular food bloggers and a mixologist have joined the flavor experts at McCormick® to identify flavor pairings and leading trends that are poised to shape the way we eat.

A convergence of influences—the economy, the environment and a focus on health and wellness—are impacting today's food culture like never before. This year's forecast is driven by a shared set of trends:

- **In is the New Out**—Big flavors and new definitions of “dinner party” bring the best of restaurant meals home
- **Always in Season**—Preserving the peak of ripeness for year-round enjoyment, fresh at the ready
- **Meatless on the Menu**—Mixing up the center of the plate
- **Ethnic Sizzle**—Tastes of the global grill, appearing in a backyard near you
- **New Comfort Cuisine**—A renewed appreciation for the integrity of ingredients and cooking techniques
- **Where the Cocktail Meets the Kitchen**—Shaken or stirred, tasteful inspiration takes on new forms

Cheers to a flavorful year ahead!

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Roasted Ginger & Rhubarb

Exciting layers of spicy and sour.

This complex combo somersaults on the tongue, emerging as an unexpected counterpoint to savory dishes—or anywhere a pop of tartness is welcome.

Ginger is valued worldwide as one of the more versatile spices—now being recognized for its antioxidant power and potential anti-inflammatory properties. Roasting ginger rounds out its flavor and magnifies its warmth. Rhubarb's pucker power is best appreciated when harmonizing with sweeter ingredients. Though fresh rhubarb is eagerly awaited as a sign of spring, frozen rhubarb and rhubarb preserves are available throughout the year.

The combination of roasted ginger and rhubarb shakes up traditional barbecue sauces or chunky chutneys for roasted meats. Their tangy punch also accents grilled fish preparations and updated takes on favorite desserts.

Hot & Sour Tilapia with Gingered Rhubarb Sauce



I'm inspired by an amazing rhubarb and ginger pulled pork. Not sweet, but complex and rich.

-Rachel Rappoport,
Blogger, Coconut & Lime

Thai Basil & Watermelon

A sweet, refreshing balance. The fusion of Thai basil's licorice-like edge and the sweet juiciness of a perfectly ripe watermelon is a colorful study in contrasts. Thanks to restaurant reinterpretations of farmer's market favorites, this invigorating duo makes a big impact.

Identified by its purplish stems, Thai basil has a sweet anise aroma and minty flavor notes that deliver a distinctive zing. The herb is an exhilarating match for watermelon's bright, cheery personality, available year-round and in red, orange, yellow or white-fleshed varieties.

A watermelon margarita spiked with Thai basil is a refreshing way to start

a meal. Savor a cucumber, watermelon and Thai basil gazpacho or fresh salad, accented by salty feta cheese. Try intensifying the melon's sweetness even further by an unexpected quick trip to the grill, where watermelon accents light proteins like shrimp and fish.





Caraway & Bitter Greens

North meets South for a distinctive peppery bite.

The unmistakable flavor of caraway—reminiscent of New York-style deli

favorites like pastrami,

rye bread and sauerkraut—tames the aggressiveness of bold greens that are a signature of Southern cooking. Together, they offer a whole new take on comfort cuisine.

Caraway imparts an earthy and robust taste with hints of fennel. An ancient spice indigenous to Europe, it figures heavily into foods of Germany, Austria and Russia. Caraway adds dimension to the diverse category of bitter greens, a hearty bunch that includes kale, Swiss chard, chicory, escarole, arugula, dandelion, mustard greens, and so many more. These economical bitter greens are farmer's market darlings and coming on strong as a star ingredient.

Discover this combination in the company of grains or beans, in soups and stews, or in a brisket with caraway and horseradish. A quick sauté of just-wilted greens with garlic and olive oil makes a simple and satisfying side dish. Or, a peach and caraway-spiked dressing is a perfect match for a salad of grilled radicchio and endive.

A perfect mix of sweet and salty, very aromatic—bay leaves and preserved lemons have the potential to be incredibly fresh and innovative.

—Sergi Arola, Sergi Arola Gastro,
Madrid, Spain

Bay Leaves & Preserved Lemon

Slowly coaxed flavor worth the wait. The intensely aromatic coupling of bay leaves and preserved lemon is an alluring blend of bitter, salty-tart and bright. Elemental ingredients explode with new possibilities thanks to time-honored techniques for amping up flavors.

The underpinning of many Mediterranean dishes, bay leaves are highly valued as a foundational flavor. Lemons—preserved in salt and their own juices—are a hallmark of North African and Middle Eastern cuisine. The preserving process takes a humble lemon to a complex, almost caper-like profile that is still intensely lemony.

Perfect in a braised tagine or simple roast chicken, this duo is also beautiful with seafood, pasta and grains.

Equally appealing in sweet applications, bay leaves are a subtle complement to preserved lemon gelato or rice pudding.





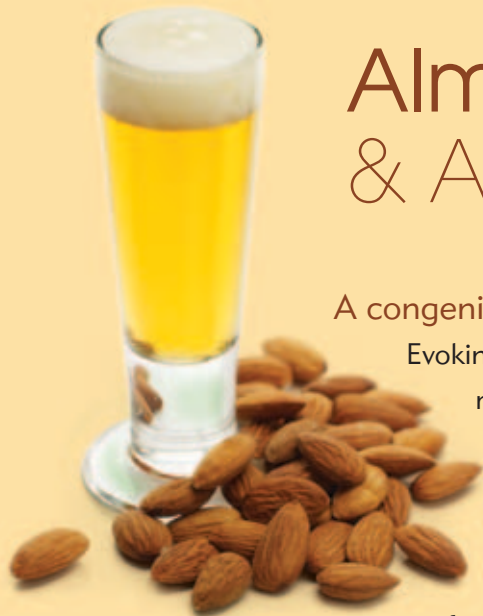
Making Preserved Lemons

requires just three basic ingredients—lemons, salt and time (it takes at least three weeks before the lemons are ready to use). For added dimension, bay leaves can even be included in the preserving salt. It is the supple rind of preserved lemons that is most valued—sliced, chopped or minced to complement the texture of the dish. For step-by-step instructions, visit mccormick.com.

Lemon-Bay Tortellini
with Spinach & Wild Mushrooms



Turmeric-Spiced Chicken with Tomato-Avocado Salsa



Almond & Ale

A congenial and cozy pair.

Evoking the spirit of the modern gastropub, the bittersweet character of both almonds and ale are a rich, hearty match for one another.

The versatility of these ingredients inspires an endless range of possibilities.

Nuts are basking in glory as a protein source and provider of “good” fats and vital nutrients. The taste of almonds is widely appreciated in a variety of forms, from the whole nut to paste, flour, milk and extract. Almonds are a sturdy partner for the breadth of different ales, which are gaining new appreciation as a cooking ingredient. Ales, which include porters, stouts and specialty beers, add robust, hoppy flavors.

Blurring the lines between barroom and kitchen, the twosome works well together in any course—from cocktails and salads to meat entrées and desserts. Chef-inspired interpretations include a gutsy marinade for pork and chicken, a lush twist for baked apples and even a grown-up almond-ale milkshake.

Turmeric & Vine-Ripened Tomatoes

A colorful, healthful blend that’s always in season. Vivid turmeric teams up with juicy, peak-of-harvest tomatoes to accent their subtle sweetness and add a mildly bitter, earthy note.

The super spice turmeric provides a trendy Indian twist. The refreshing appeal and umami of vine-ripened tomatoes seem just right for today’s (and tomorrow’s) palate.

-Jackie Newgent, RD, author, *Big Green Cookbook*

Golden-hued turmeric, best known for its starring role in yellow curry powder and Indian cuisines, is a hard-working spice that is packed with antioxidants. Curcumin is the natural compound in turmeric that is being studied for its potential health benefits. Deep red tomatoes contain their own beneficial compound called lycopene. As a headliner or versatile flavor base, vine-ripened tomatoes—fresh or canned—are an indispensable, all-season ingredient.

Incorporate this functional pairing in a turmeric-spiced grilled chicken topped with Indian-style tomato salsa, or make turmeric mayonnaise for a memorable BLT. Turmeric-tomato sauce adds a vibrant, nourishing layer on globally inspired flatbreads.



Pumpkin Pie Spice & Coconut Milk



Comfortably exotic. Summoning the essence of its island origins, this lush, warm pairing reconnects the components of a familiar American spice mixture with their tropical roots.

Everything from the cocktail shaker to the backyard grill is taking a cue from these everyday exotics.

The cozy, aromatic blend of cinnamon, nutmeg, ginger and allspice instantly evokes happy holiday memories. On the world stage, these subtropical spices span a broad spectrum of pungent, piquant and provocative. Similarly versatile, the delicate flavor and luxurious texture of coconut milk is fast becoming a go-to pantry staple. Made by pressing the meat of ripe coconuts, natural coconut milk is a deliciously creamy base for sweet and savory dishes.

Chefs and home cooks like the duo's broad possibilities in a range of soups, sauces and sweets. On the grill, they're a full-bodied marinade for a Caribbean twist on chicken. For dessert, they offer a new take on mousse, cheesecake or bread pudding.

Roasted Cumin & Chickpeas

A warm and earthy Mediterranean duet. A harmony of culinary commonalities unites roasted cumin and chickpeas (also known as garbanzo beans) for a robust, nourishing and surprisingly versatile taste experience.

The combination of cumin and chickpeas is menu-ready, and it opens up a world of Indian, North African and Mediterranean options.

-Richard Blais,
Trail Blais & Flip, Atlanta

Both ingredients trace their origins to the Middle East, although they are woven into the fabric of cuisines throughout Europe, Asia, Africa and Latin America. When cumin is toasted, its fuller, nuttier character complements the buttery texture of a chickpea, a protein-packed legume that is surging in popularity due to the new appreciation for meat-free menus.

Beyond playing an indispensable role in hummus and Indian curries, this globetrotting duo reinvents everything from French cassoulet to all-American pork and beans. Vegetarian

dishes like a warm chickpea salad with roasted cumin vinaigrette or a cumin-spiked lentil and chickpea soup are a deeply satisfying main course.





The spiciness of nutmeg and cinnamon flavors are nicely rounded out by a creamy counterpoint, especially the nutty, savory profile of coconut milk.

—Christopher Lee,
Restaurant Aureole, New York City

Mix-and-Match Spiced Mousse Minis

I love Creole-style mustard in a New Orleans white remoulade. It would also add a signature twist to stone crabs and fried lobster tails.

—Tenney Flynn, GW Fins, New Orleans



Fried Green Tomatoes with Crab & Creole Mustard

Creole Mustard & Shellfish



Vibrant spirit of
the Gulf Coast.

You don't need to travel
to the French Quarter
to enjoy the gusto
of this New Orleans
duo. The lively zip of

Creole mustard wakes up

a range of shellfish—from shrimp, crayfish and crabs
to oysters and clams. A fun and sharable shellfish feast
brings the bold flavors of a restaurant meal home.

Creole mustard owes its grainy appearance and
distinctive tang to a higher concentration of flavorful
mustard seeds. A uniquely American style of mustard,
it's a must in an authentic remoulade or po' boy—and
a perfect accent to the briny sweetness of fresh shellfish.

Owing unique flavor nuances to their feeding habits and the waters they
call home, shellfish are a wonderful foil for a range of other ingredients
and tastes.

Swirling a bit of Creole mustard into batter for fried shellfish adds a welcome
kick. Simply mixed with olive oil, lemon juice, honey and a few drops of
hot sauce, a Creole mustard dressing is a knockout in a southern style
ceviche. It also adds a zesty twist to reinterpretations of southern staples
like fried green tomatoes.

Chives & Fish Sauce

Savory fusion of French and Asian cuisines. The mild, oniony bite of
chives adds a fresh green dimension and color to the salty complexity of fish
sauce. Together, they're an exciting condiment or flavorful foundation that
readily brings global tastes to the table.

*This pairing of chives
and fish sauce opens
up the door to both
northern and southern
Asia—broths, sauces,
marinades, dipping
sauces, and pancakes.*

—Roy Choi,
Kogi BBQ, Los Angeles

A classic herb that has gone beyond its French roots,
chives are being rediscovered for their agreeable
freshness, and as a less assertive alternative to
onions and garlic. Fish sauce—also known as nam
pla—provides an intense hit of umami, the fifth taste
dimension gaining widespread recognition. Made from
a simple, yet flavorful combination of fish, water and
salt, the amber liquid provides a savory backbone in
Thai and Vietnamese cuisines and is earning a spot
in the American 'fridge.

Noodle bowls and marinades or
dipping sauces for meat skewers
are a natural choice to marry
fish sauce and a liberal
helping of chives. The
pair also put a dynamic
spin on red wine
vinaigrette for fresh
vegetable salads or drizzled
on simply steamed fish.



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THE FLAVOR EXPERT

McCormick was founded in 1889 in Baltimore, Maryland. Today it is a global leader in the sale of spices, herbs and seasonings. McCormick sources high quality ingredients from far-reaching destinations to bring a world of flavors to consumers. The first flavor trend report originated in 2000.

For more information and recipes,
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