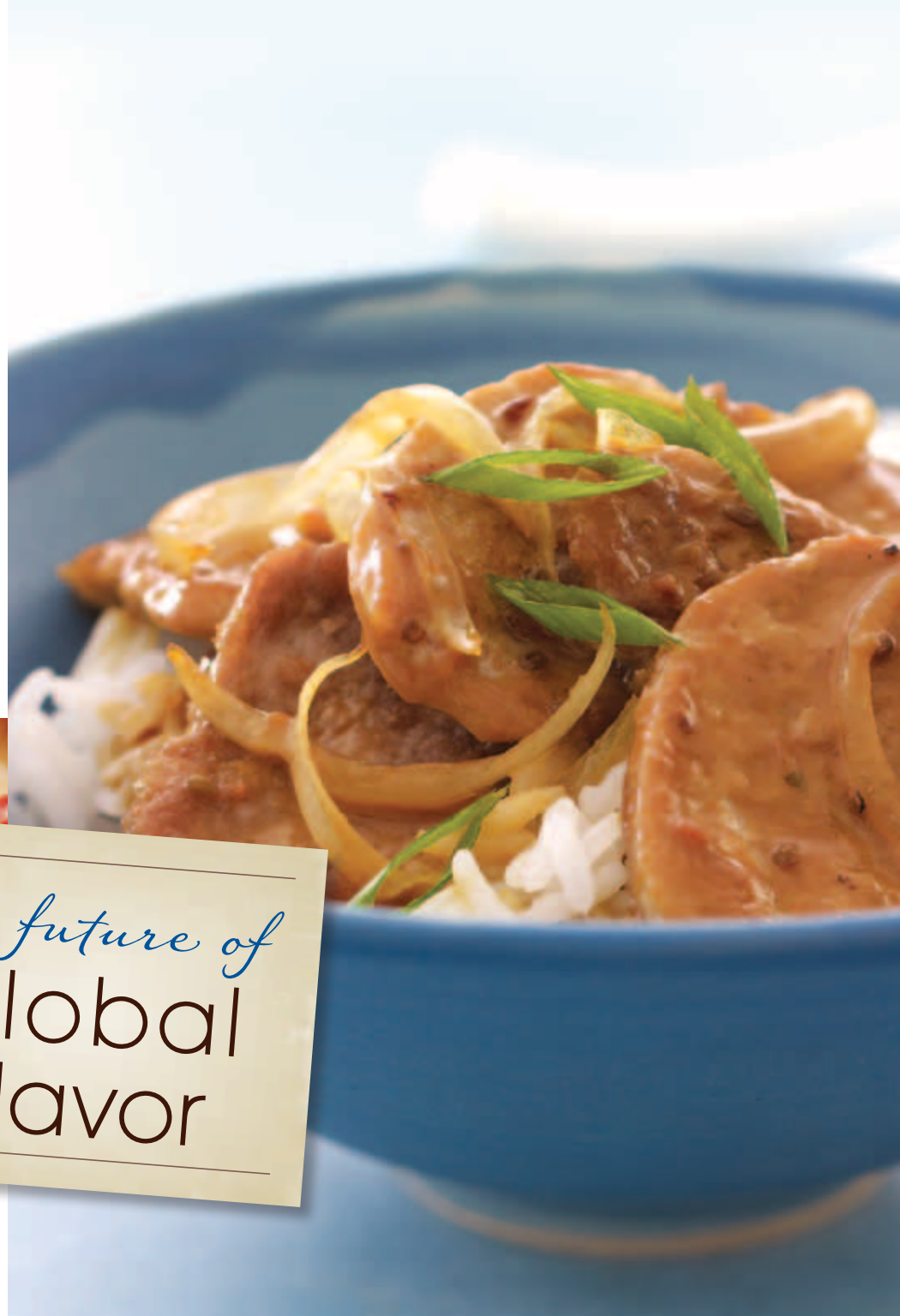




Flavor Forecast[®] 2013



the future of
global
flavor





the future of global flavor

dukkah crusted fish
with broccoli & red lentils



As a global leader in flavor, McCormick® has been on the forefront of identifying emerging culinary trends with our signature Flavor Forecast®. This annual look at the future of flavor plays a distinctive role in sparking a spirit of discovery worldwide. Since 2000, the McCormick® Flavor Forecast® has pinpointed top trends and flavors—a hallmark of our passion for flavor. From those on the verge of widespread appeal to subtle undercurrents just beginning to materialize, these culinary drivers have potential to alter the innovation landscape for the future.

To develop this report, McCormick assembles a dynamic group of our experts—chefs, culinary kitchens, sensory scientists, dietitians, trend trackers, marketing experts and food technologists—from locations around the globe. It involves a year-long process of culinary exploration, data discovery and insight development.

What follows are five trends with flavor combinations that illustrate how these trends are coming to life through taste. They highlight the world's evolving and intensely personal approach to food—and will shape the way we eat in the year ahead and beyond.

McCormick Brings Passion to Flavor™



steamed mussels & artichokes
with hazelnut gremolata



chilled chinese dumplings with creamy dukkah sauce

tradition and innovation collide

This year, the Flavor Forecast reveals a common thread connecting food cultures around the world. In restaurants and kitchens far and wide, cooks are elevating authentic ingredients through individualized inspirations, modern sensibilities and innovative techniques. The result? A delicious medley of unique flavor experiences that is more creative, more diverse and much more personal.



lamb and plantain koftas with tomato-yogurt sauce

5 trends of global flavor

NO APOLOGIES NECESSARY

Diving headfirst into sumptuous flavors to enjoy the gratification of a momentary escape

PERSONALLY HANDCRAFTED

A hands-on approach to showcasing the very best of ourselves

EMPOWERED EATING

Creating health and wellness harmony through a highly personalized, flexible approach

HIDDEN POTENTIAL

A waste-not mentality, uncovering the fullest flavors from every last part of the ingredient

GLOBAL MY WAY

Discovering the unlimited flavor possibilities of global ingredients, beyond traditional roles in "ethnic" cuisines

no apologies necessary



cocoa rubbed ribs with
passion fruit BBQ sauce



DECADENT BITTER
CHOCOLATE,
SWEET
BASIL
& PASSION FRUIT

an intensely indulgent combo
that delights all the senses



BLACK RUM,
CHARRED ORANGE &
ALLSPICE

an instant tropical getaway,
this sultry collision balances
richness and warmth

In a rational rebellion against the “always-on” mindset of modern life, food lovers are making the conscious choice to stop and enjoy the moment. This unapologetic escape from everyday demands is a necessary break, a chance to savor each detail of the eating experience. Diving headfirst into sumptuous flavors, we are staking our claim to the pleasures we crave and the satisfaction we deserve until, finally, all seems right with the world.

charred orange sorbet with warm rum sauce & spiced cookie bars

personally handcrafted



apple sage tart tatin



CIDER, SAGE & MOLASSES

rustic and comforting,
this combo brings natural goodness
to every meal of the day



SMOKED TOMATO, ROSEMARY, CHILE PEPPERS & SWEET ONION

smoky, sweet and spicy flavors
energize handcrafted ketchup,
sauces, jams and more

In a mouthwatering expression of identity and pride, home cooks and chefs are expanding a hands-on approach to food by personally crafting and perfecting signature ingredients and recipes. They take pleasure in this pursuit and are confident that by putting in a little extra time and effort, they can deliver the truest flavors and showcase the very best of themselves. Communities of like-minded enthusiasts are coming together around this craft to share vibrant, authentic eating experiences.

rosemary smoked tomato jam with poached egg

empowered eating



chilled chinese dumplings
with creamy dukkah sauce



FARRO GRAIN, BLACKBERRY & CLOVE

healthy ancient grain rediscovered
with powerful hits of fruit and spice



MARKET-FRESH BROCCOLI & DUKKAH (BLEND OF CUMIN, CORIANDER, SESAME AND NUTS)

satisfying flavors and textures,
mixing unexpected varieties of broccoli
with Middle Eastern spice blend

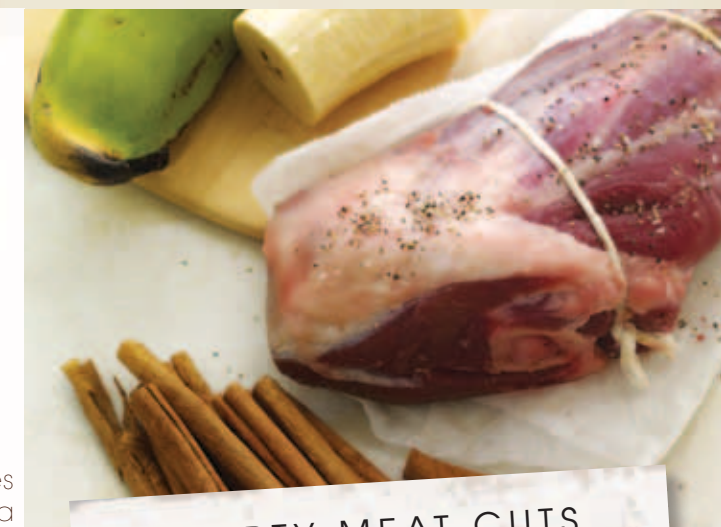
People are shifting their relationship with food to make it more thoughtful, personal and connected to their overall health. Picking and choosing from diverse eating plans, they achieve “food zen” through a highly personalized, flexible approach that can change from day to day or even from meal to meal. After years of extremes and feeling out of control about food, they are empowered by this more sustainable lifestyle—and finally finding harmony in “what’s right for me.”

swiss chard salad with blackberry-clove vinaigrette

hidden potential



steamed mussels & artichokes
with hazelnut gremolata



HEARTY MEAT CUTS, PLANTAIN & STICK CINNAMON

a new take on meat and potatoes,
these ingredients inspire
creative approaches that unlock
their full flavor potential



ARTICHOKE, PAPRIKA & HAZELNUT

ingredients you thought you knew
invite new exploration to unleash their
deliciously versatile starring qualities

To uncover the possibilities locked within ingredients, food lovers are liberating stunning flavors from produce to proteins. They are artfully transforming underutilized parts like leaves and stems, and less familiar meat cuts and seafood into extraordinary meals. Creative cooking methods, a passion for discovery and a “waste-not” mentality drive this effort to coax full flavors out of every last part of the ingredient.

cinnamon-braised lamb shanks with mashed plantains

global my way



chicken tamales with katsu picante sauce



sweet & savory
pork tenderloin stir-fry



ANISE
& CAJETA
(MEXICAN CARAMEL SAUCE)

sweet, rich delight
transports desserts and savory
dishes to new places



JAPANESE
KATSU SAUCE &
OREGANO

tangy flavors of BBQ and steak sauce
create the next go-to condiment



charred orange colada; molasses-bourbon sour

the flavor expert

McCormick & Company, Incorporated is on a quest to save the world from boring food! As a global leader in flavor, our passion has been helping people everywhere make the best-tasting food possible. Our leading brands of spices, herbs, seasoning mixes, condiments and other flavorful products make a real difference in the way people create and experience food, and they can be found throughout the food industry—from retail outlets to food manufacturers to foodservice businesses—and in kitchens all over the world.

Indeed, McCormick creates memorable food experiences and inspires healthy choices that add to the enjoyment of life. With an unrivaled focus on quality, McCormick delivers the taste you trust, sourcing world-class ingredients from 40 countries, with a global family of brands that reaches consumers in 100 countries. Our team of researchers, trend trackers, marketing experts, chefs, kitchens, food technologists and sensory scientists has identified emerging flavor trends since 2000 through the McCormick® Flavor Forecast®, a catalyst for flavor innovation throughout the food industry.

Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. For more information, visit www.flavorforecast.com or www.mccormickcorporation.com.

McCormick Brings Passion to Flavor™

