

125TH

ANNIVERSARY EDITION



Flavor  Forecast[®] 2014

THE FUTURE OF GLOBAL FLAVOR



Marking our 125th year as a flavor innovator, McCormick is embarking upon a yearlong journey that celebrates the power of flavor. At the heart of this celebration is our belief that the ways we experience and enjoy flavor connect people and cultures around the world.

This anniversary edition of our signature Flavor Forecast, first created in 2000, identifies the insights and ingredients on the rise that will drive the future of flavor. Created by a global team of experts at McCormick—including chefs, culinary professionals, trend trackers and food technologists—it uncovers stories of flavor, cuisines and techniques inspiring creative and delicious innovations for years to come.

Join us for a taste of 2014! We hope you'll share your flavor story at www.flavortogether.com.

McCormick Brings Passion to Flavor™



SHRIMP AND QUESO FRESCO EMPANADAS
WITH CHARRED TOMATILLO SAUCE



GRILLED SHRIMP TANDOORI SALAD WITH MANGO DRESSING

5 FLAVOR INSIGHTS

CHILIES OBSESSION

MODERN MASALA

CLEVER COMPACT COOKING

MEXICAN WORLD TOUR

CHARMED BY BRAZIL

These insights reflect emerging trends and key cultural influences that are shaping the tastes of tomorrow. Together, they tell an exciting story about how people everywhere are coming together for more diverse, colorful and flavorful meals than ever before.



THREE-CHILE MOLE FONDUE



- SICHUAN CASHEW SAUCE
- SPICY PAPAYA & PINEAPPLE SALSA
- PEPITA & CHILE SALSA

CHILES OBSESSION

“Chilies are a really exciting spice—that delicious burning sensation in your mouth prompts warm, energetic, adventurous feelings and all sorts of positive emotions. That’s why chile fans love them so much, and why they’re always seeking that next chile thrill.”
—Silvia King, Sensory Scientist

“In Sichuan province, people eat chilies in nearly every meal, whether at street kiosks or high-end restaurants. Chilies are everywhere!”
—Chef Billy Mi, China



CHORIZO CHILE POPPERS

THE WORLD IS CRAVING
HEAT IN A BIG WAY.

BEYOND JUST DISCOVERING NEW CHILE VARIETIES, THIS OBSESSION HAS EXTENDED INTO USING TECHNIQUES LIKE GRILLING, SMOKING, PICKLING, FERMENTING AND CANDYING TO TEASE OUT THEIR FLAVOR POTENTIAL.



- GUAJILLO
MILD MEXICAN DRIED CHILE
- CHILE DE ARBOL
BOLD MEXICAN CHILE

CHILIES
TO
WATCH



- TIEN TSIN
HOT SICHUAN CHILE
- AJÍ AMARILLO
HOT PERUVIAN YELLOW CHILE

MODERN MASALA

INDIAN FOOD IS
FINALLY HAVING ITS
GLOBAL MOMENT.

ALREADY FAMILIAR WITH BASIC CURRIES, PEOPLE AROUND THE WORLD ARE TAKING THEIR APPRECIATION FOR THIS RICHLY-SPICED CUISINE TO THE NEXT LEVEL, EXPLORING MORE FLAVORS IN NEW CONTEXTS, FROM FOOD TRUCKS TO FINE DINING.

"Indian is influencing a wide range of dishes, restaurants and TV cooking shows. In the UK and South Africa—where Indian fast casual is common as a pizza—we're seeing local favorites taking on modern twists. This can be as simple as adding a blend of masala to marinate venison. Meanwhile, people in the U.S. are exploring Indian flavour profiles in approachable everyday fare such as salads and sandwiches." —Chef Steve Love, United Kingdom



KASHMIRI MASALA

NORTHERN INDIAN SPICE BLEND WITH CUMIN, CARDAMOM, CINNAMON, BLACK PEPPER, CLOVES AND GINGER

PANEER CHEESE

VERSATILE, FRESH CHEESE WITH MILD FLAVOR

JALFREZI

A "STIR-FRY" STYLE CURRY DISH

FLAVORS
TO EXPLORE



GRILLED PANEER CHEESE WITH MANGO TOMATO CHUTNEY & CURRY VINAIGRETTE



"STREET TRUCK STYLE"
CHICKEN JALFREZI NAAN WRAP



"Less room to cook just requires a little more creativity! Ingredients that work double (or triple) are key. And, multi-purpose appliances—from pressure cookers to cutting-edge, all-in-one tools that can grate, mix, chop, stir, steam and fry—are helping people create more flavourful meals in tiny urban kitchens."
—Michelle Thrift, Senior Home Economist, Culinary Development, Australia

"Noodles of all shapes and sizes, whether dried or fresh, are some of the most versatile ingredients you can keep on hand—especially some of the great Asian, Italian and Eastern European varieties. Creative cooks are going way beyond the basics with cool new noodle dishes."
—Chef Michael Cloutier, Canada

VEGETABLE "PHO" WITH TEA BROTH



TEA

NATURALLY WHOLESOME AND CAN BE USED AS A SPICE RUB, MARINADE, AND COOKING LIQUID

NOODLES

MULTI-PURPOSE INGREDIENT FOR SOUPS, CASSEROLES, STIR FRIES, AND SALADS

CLEVER COMPACT COOKING

MUST-HAVE INGREDIENTS

CILANTRO/CORIANDER

FROM SEED TO LEAF, USED IN COUNTLESS WAYS ACROSS THE GLOBE



EASY LEMON
TEA-INFUSED CUSTARD
WITH CANDIED APRICOTS

BIG FLAVOR
CAN COME FROM
SMALL SPACES.

AS THE MOVEMENT TOWARD MORE EFFICIENT COMPACT KITCHENS GROWS, INVENTIVE URBAN DWELLERS ARE DISCOVERING CREATIVE, CROSS-FUNCTIONAL WAYS TO PREPARE FLAVORFUL MEALS MAKING THE MOST OF WHAT'S AVAILABLE.



SALMON TOSTADA WITH CHAMOY AND CHARRED CORN RELISH

MEXICAN WORLD TOUR

"As awareness for Mexican foods evolves globally, people are eager to discover authentic, local flavors. In the U.S., long-term fans of this cuisine are looking to new regional inspirations, from the bold recados of the Yucatan peninsula to the complex moles of Oaxaca."

—Chef Kevan Vetter, United States

MEXICAN FLAVORS ARE ON THE MOVE.

FROM A GROWING TASTE FOR REGIONAL MEXICAN FARE IN NORTH AMERICA TO EARLY EXPLORATION IN CHINA, CULTURES ACROSS THE WORLD ARE EMBRACING AUTHENTIC ELEMENTS OF THIS BRIGHT, BOLD AND CASUAL CUISINE.



TOMATILLOS

TOMATO-LIKE INGREDIENT THAT IMPARTS A BRIGHT, LEMONY FLAVOR

FLAVORS TO EXPLORE

RECADOS

SPICE PASTES POPULAR IN THE YUCATAN. RECADO ROJO IS MADE WITH ACHIOTE (ANNATTO), SOUR ORANGE AND A BLEND OF SPICES



CHAMOY SAUCE

CONDIMENT COMBINING APRICOT, LIME, CHILIES AND SPICES



- CHAMOY MANGO SUNRISE
- TOMATILLO MARIA

CHARMED BY BRAZIL



BRAZILIAN GUAVA COCKTAIL

THE WORLD IS
ABOUT TO SHINE ITS
SPOTLIGHT ON BRAZIL,

ILLUMINATING THE VIBRANT FLAVORS AND
TRADITIONS OF A DYNAMIC MELTING POT
CULTURE THAT INCLUDES EUROPEAN,
AFRICAN, ASIAN AND NATIVE AMAZONIAN
INFLUENCES. BRAZILIAN TASTES ARE POISED
TO EMERGE AS A POWERFUL INFLUENCE
IN COOKING AROUND THE GLOBE.

BLACK-EYED PEAS
A FAVORITE BEAN



CASSAVA FLOUR

ALSO KNOWN AS MANIOC OR
TAPIOCA FLOUR; GLUTEN-FREE



GUAVA

TROPICAL FRUIT ENJOYED FRESH
OR AS NECTAR AND PASTE



INGREDIENTS
ON THE RISE



TEMPERO BAIANO

BAHIAN SEASONING BLEND
CONTAINING OREGANO, PARSLEY,
VARIETIES OF PEPPER AND CUMIN



BAHIAN-SPICED CHICKEN & BEANS WITH YUCA MASH

"Like its people, Brazilian cuisine is a seductive mix of global and native influences. The world's attraction to Brazil is really heating up—we're going to discover just how exciting some of those ingredients and flavours can be."

—Anthony Palmer, Head of Innovation, EMEA



FLAVOR EXPERT THE

As a global flavor leader, McCormick & Company has a taste for what and how the world eats like no other company in the world. This year, McCormick celebrates our 125th anniversary of connecting people through flavor. We are proud of our heritage of making a real difference in the way people create and experience flavor, from retail outlets to food manufacturers to food-service businesses and kitchens throughout the world.

Through our leading brands of spices, herbs, seasoning mixes, condiments and other products, McCormick creates memorable food experiences and inspires healthy choices that help our customers live better and enjoy more. With an unrivaled focus on quality, we source world-class ingredients from 40 nations and deliver those flavors to consumers in more than 100 countries. Since 2000, the McCormick Flavor Forecast has been on the forefront of identifying emerging culinary trends, inspiring a spirit of discovery across the globe. To develop this report, McCormick brings together a dynamic group of global experts—including researchers, trend trackers, marketing experts, chefs, culinary professionals, food technologists and sensory scientists—who serve as a catalyst for driving 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, in celebration of our 125th anniversary, share your flavor stories with us at www.flavoroftogether.com.



McCormick Brings Passion to Flavor™

