

置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.flavoroftogether.com.

McCornick Brings Passion to Flavor™





5 FLAVOR INSIGHTS

CHILIES OBSESSION

MODERN MASALA

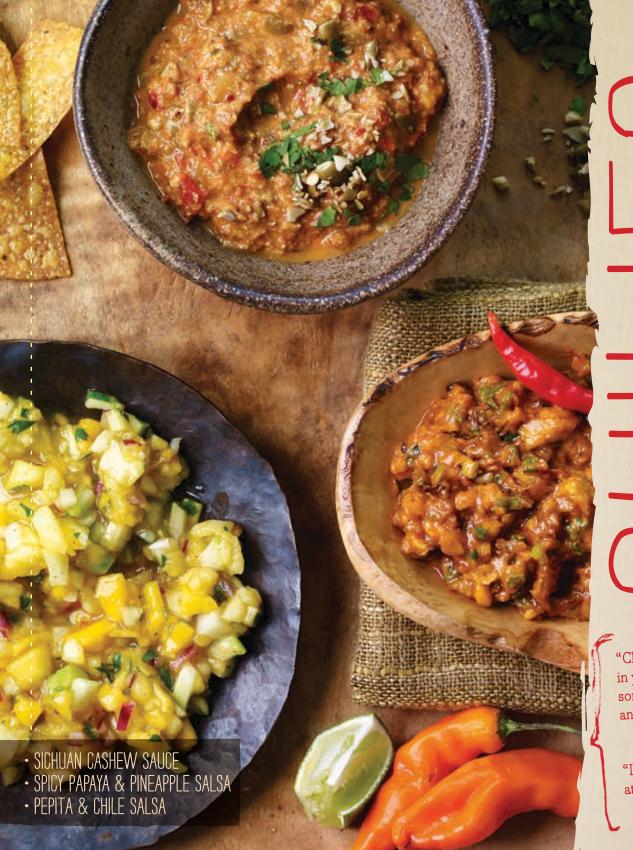
CLEVER COMPACT COOKING

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.





"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!"



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.





MILD MEXICAN DRIED CHILE

CHILE DE ARBOL

BOLD MEXICAN CHILE

AJI AMARILLO HOT PERUVIAN YELLOW CHILE

"STREET TRUCK STYLE"
CHICKEN JALFREZI NAAN WRAP

"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

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.



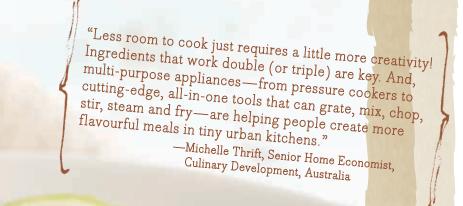
TO EXPLORE

VERSATILE, FRESH CHEESE WITH MILD FLAVOR

JALFREZI

A "STIR-FRY" STYLE CURRY DISH











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.

"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

—Chef Michael Cloutier, Canada

new noodle dishes."

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

MULTI-PURPOSE INGREDIENT

NOODLES

FOR SOUPS, CASSEROLES, STIR FRIES, AND SALADS

CILANTRO/CORIANDER

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





CHARMED BYBRAZII



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.





"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































Margão



















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 foodservice 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.



