



charred orange colada; molasses-bourbon sour

the flavour expert

McCormick & Company, Incorporated is a global leader in flavour. Since 1889, our passion has been helping people everywhere make the best-tasting food possible. Our leading brands of spices, seasoning mixes, condiments and other flavourful 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 unrivalled focus on quality, McCormick truly is 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 experts, chefs, kitchens, food technologists and sensory analysts has identified emerging flavour trends for more than a decade through the McCormick® Flavour Forecast®, a catalyst for flavour innovation throughout the food industry.

With more than 100 years of experience, Schwartz is McCormick’s leading “herbs and spices” brand in the UK, offering the greatest variety of herbs, spices and seasonings. Schwartz’s extensive product portfolio spans into different sectors including recipe mixes, wet sauces and gravies.

Every day, no matter where or what you eat, you can enjoy food flavoured by McCormick. For more information, visit www.schwartz.co.uk or www.mccormickcorporation.com.

McCormick Brings Passion to Flavour™

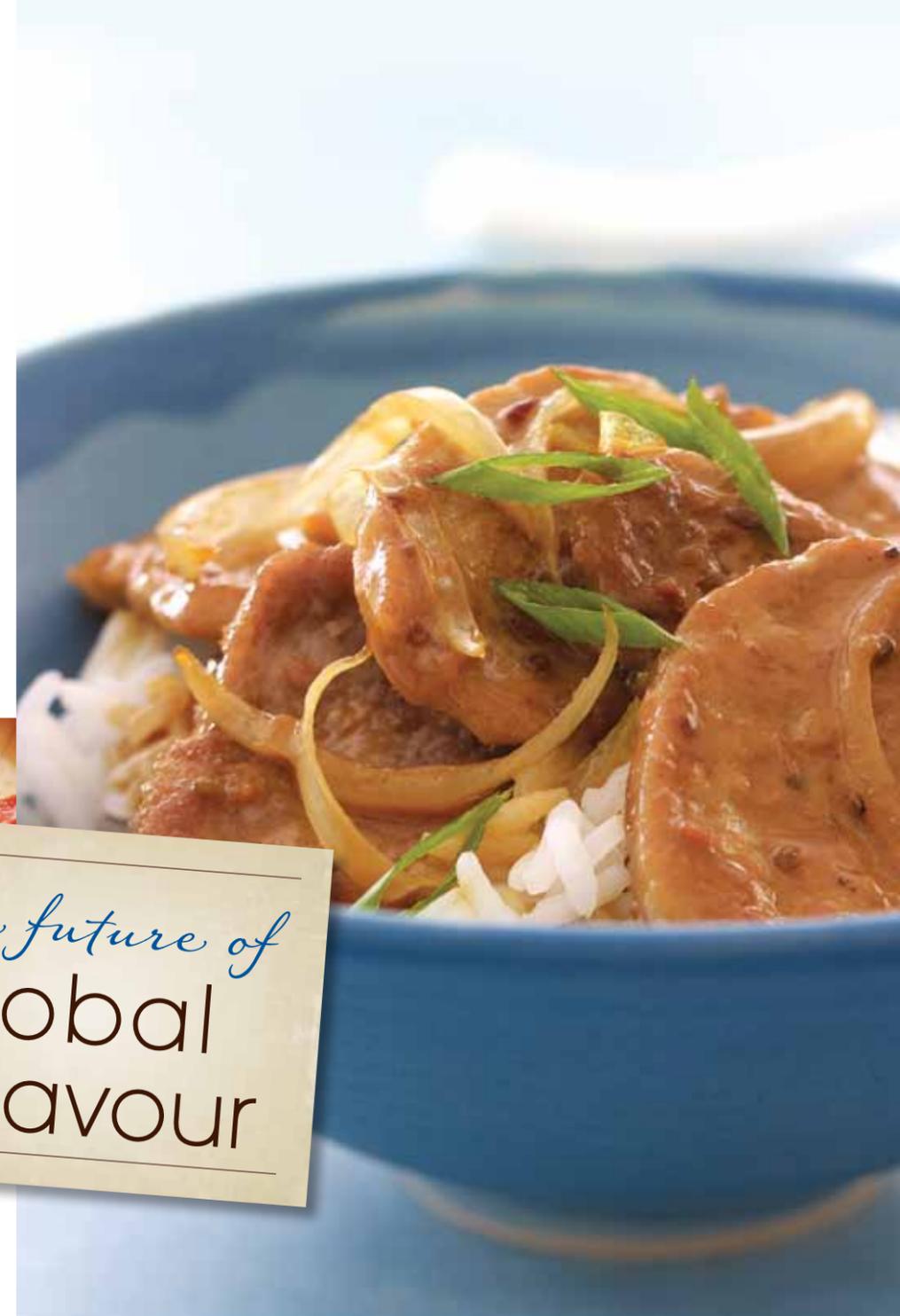


Flavour Forecast® 2013

together with



*the future of
global
flavour*





the future of global flavour

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

To develop this report, McCormick assembled a dynamic group of our experts—chefs, culinary professionals, 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 flavour 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 Flavour™



steamed mussels & artichokes
with hazelnut gremolata

dukkah crusted fish
with broccoli & red lentils





chilled chinese dumplings with creamy dukkah sauce

tradition and innovation collide

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



lamb and plantain koftas with tomato-yoghurt sauce

5 trends of global flavour

NO APOLOGIES NECESSARY

Diving headfirst into sumptuous flavours 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 personalised, flexible approach

HIDDEN POTENTIAL

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

GLOBAL MY WAY

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

no apologies necessary



cocoa rubbed ribs with
passion fruit BBQ sauce



DECADENT BITTER
CHOCOLATE,
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 savour each detail of the eating experience. Diving headfirst into sumptuous flavours, 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 tarte tatin



CIDER,
SAGE
& MOLASSES

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



SMOKED TOMATO,
ROSEMARY,
CHILLIES
& SWEET ONION

smoky, sweet and spicy flavours
energise 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 flavours 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 flavours and textures,
mixing unexpected varieties of broccoli
with Middle Eastern spice blend

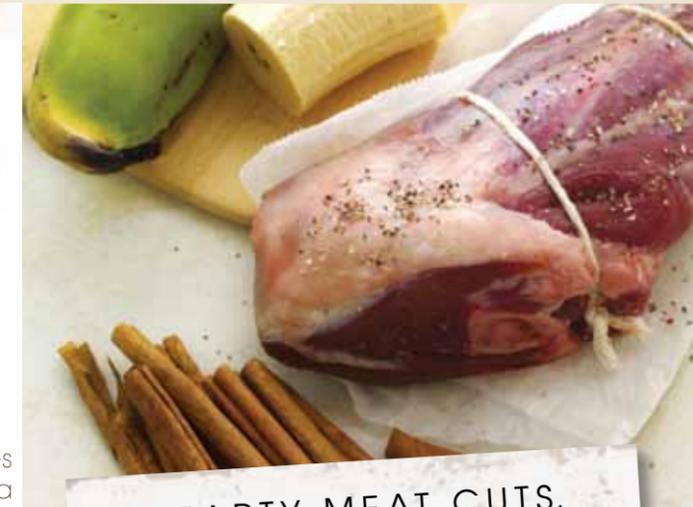
People are shifting their relationship with food to make it more thoughtful, personal and connected to their overall health. Picking and choosing from diverse eating plans, they achieve "food zen" through a highly personalised, flexible approach that can change from day to day or even from meal to meal. 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 & CINNAMON STICKS

a new take on meat and potatoes,
these ingredients inspire
creative approaches that unlock
their full flavour 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 flavours from fresh fruit and vegetables to proteins. They are artfully transforming underutilised 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 flavours out of every last part of the ingredient.

cinnamon-braised lamb shanks with mashed plantains

global my way



sweet & savoury
pork tenderloin stir-fry



Food fans are exploring a new way of cooking and eating inspired not by traditional global cuisines, but by individual ingredients valued for their unique flavours. While still identified with particular cultures, these ingredients are no longer being limited to their native uses. Cooks are seamlessly incorporating these worldly elements into everyday cooking.

ANISE & CAJETA (MEXICAN CARAMEL SAUCE)

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

JAPANESE KATSU SAUCE & OREGANO

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

chicken tamales with katsu picante sauce