OBSSESSED WITH FLAVOR
DEVOTED TO WELLNESS
HOW TO TOP YOUR BEST MEAL:
McCORMICK® FOR CHEFS

GROW & HARVEST
WHOLE BLACK PEPPERCORNS.
GRIND EACH PEPPERCORN TO THE PERFECT SIZE. OR...
JUST START WITH MCCORMICK PURE BLACK PEPPER.

WE’RE OBSESSED
PURPOSE-LED PERFORMANCE: DRIVEN TO DO WHAT’S RIGHT

We are dedicated to improving the wellbeing of the people, communities and environment where we live, work and source.
COMMITMENT TO PEOPLE

Goals to champion equality for women and people of color across the company, to educate and develop all our employees, and drive better health outcomes for people everywhere.
COMMITMENT TO COMMUNITIES

Goals to increase the resilience and improve the livelihoods of 90% of our small farmers and to drive broader community involvement.
COMMITMENT TO THE PLANET

Goals to reduce our environmental impact, develop sustainable innovation and increase the sustainability of ingredients we source
IN AN EXPANSIVE WELLNESS MARKET, ONE TRUTH REMAINS...

TASTE IS THE #1 DRIVER WHEN IT COMES TO SOURCING FOOD AND WELLNESS/LIFESTYLE DECISIONS!

*Although price is a top driver, it again comes in at a lower level than was seen before 2017*
We’re obsessed
with delivering
the highest quality
100% PURE FLAVOR
for EVERY application.
FOOD IS MEDICINE, YET FOOD IS MUCH MORE...

Food is intrinsically related to human social interactions and community. Food is culture, love, and joy.
SPICES & HERBS have been shown to do everything from increasing satiety to helping to reduce fat, salt and SUGARS.

March, 2018

**MSI FUNDED STUDY: HERBS AND SPICES INCREASE LIKING AND PREFERENCE FOR VEGETABLES AMONG RURAL HIGH SCHOOL STUDENTS**

Researchers from The Pennsylvania State University conducted an intervention to test the effect of using herbs and spices to increase vegetable intake in rural middle and high school students.

February, 2018

**MSI FUNDED STUDY: THE INFLUENCE OF ADDING SPICES TO REDUCED SUGAR FOODS ON OVERALL LIKING**

Researchers at the Anschutz Health and Wellness Center at the University of Colorado Denver in Aurora, Colorado investigated whether addition of culinary spices to foods reduced in sugar could preserve hedonic liking.

January, 2018

**MSI FUNDED STUDY ON CONSUMER ACCEPTANCE COMPARISON BETWEEN SEASONED AND UNSEASONED VEGETABLES**

Researchers at the University of Illinois at Urbana-Champaign evaluated spice and herb seasonings as a means to enhance palatability of vegetables in order to increase consumer acceptance.
Cinnamon has been named in studies for showing signs of reducing cholesterol and blood sugar levels. Cinnamon does well in both sweet & savory applications.

Chili Peppers are energizing! Capsicum is high in antioxidants and anti-inflammatory benefits. It’s wonderful kick has been giving food character for a decade now.

Turmeric has been shown to have very high levels of bioactivity. Studies show Curcumin can reduce inflammation. It also brings great flavors of ginger & mustard.
FLAVOR TREND:
SEEDS

Little package. Giant punch! We’re talkin’ seeds of the crunchy, citrusy, nutty, buttery and pungent form. We can’t stop sprinkling, cracking, crusting, toasting, and of course eating them. Like BASIL LOTUS & SESAME.
BASIL SEED: THE NEW CHIA

Basil, like chia seeds, give texture and wholesome goodness to both sweet and savory sips and bites. They add a unique pop to juice drinks, shakes and smoothies. Try them in sweet desserts, salad dressings, yogurt, dips, and pasta dishes.

RECIPES

APRICOT BASIL SEED YOGURT DIP WITH TURMERIC & GINGER
Bring this apricot basil seed yogurt dip to the party - and basically win at life. Basil seeds (found at your local natural foods store or online) plump up in yogurt to create a thick, creamy texture....

CITRUS HERB & BASIL SEED YOGURT DIP
Love chia seeds? Turn it up a notch with basil seeds. They bring a similar texture and pop to every savory bite of this yogurt tzatziki dip. Serve it up with fresh or roasted veggie dippers.

OVERNIGHT COCONUT GUAVA BASIL SEED PUDDING
Feed that obsession for everything “overnight” (oats, anyone?) with this dairy-free breakfast pudding. In this delish version, basil seeds plump up in coconut milk creating a thick,....

MANGO BASIL SEED OIL-FREE DRESSING
Basil seeds are where it’s at. New to their awesomeness? They plump up just like chia seeds in water! Whisk with ingredients like mango nectar, ginger and turmeric to create a sweet, oil-free...
LOTUS SEED: CROSSING BORDERS

Lotus seeds have been a favorite in Asian cuisine that should be embraced around the world. Enjoyed as a meal or snack. Sub in dried lotus seeds in place of beans in soups and stews for a new taste. When puffed, these crunchy, floral popcorn-like bites can and will shake up your snack routine.

SESAME SEED: VERSATILE WONDER

Most are familiar with white sesame seeds, but it's time to put black sesame on the map too. Toasted together, the two add texture, color and a warm, nutty taste. Double up to add color and contrast for a picture-perfect recipe.

CAJUN PUFFED LOTUS SEED SNACK MIX
No question. These crunchy, floral popcorn-like bites can and will shake up your snack routine. Coated with chili powder, cumin paprika and combined with nuts, pretzels and coconut chips, they make an...

GREEN CHILE POZOLE WITH LOTUS SEEDS
Soup loves seeds too! Especially the lotus seed – a staple in Asian cuisine, mostly sold in its dry, shelled form. Swap traditional Mexican hominy with lotus seeds in this recipe—

CHOCOLATE DIPPED SESAME COOKIES
Double up on the sesame seeds in this picture-perfect cookie recipe. Both toasted sesame seeds and black sesame seeds create texture, color and a warm, nutty taste. Dip cookies in chocolate and...

SAVORY GARLIC GOMASIO (GOMASHIO)
Gomasio is the Japanese seasoning for everything. From pasta to roasted veggies, this garlic and sesame seed blend is quick to prep and even easier to enjoy. Store it in an air-tight container to...

SPICY GOMASIO (GOMASHIO)
Is there anything Gomasio seasoning can’t do? A sprinkle of this sesame seed and spice blend brings a spicy, nutty flavor boost to popcorn, soups and more. Store it in an air-tight container to...
Flavor Trend: VEGAN MEXICAN

We ❤️ Mexican cuisine. It’s one of the most beautiful, fresh and flavorful cuisines around the globe ... and one of the fastest growing, too.

More than ever, we are eating more plant-based meals with a conscious focus on the environment and our wellness goals.

When we look back at our history we find that ancient cultures and cuisines have strong credentials in vegan and plant-based lifestyles. ¡Viva Vegan + Mexican!

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Consumers are looking for meat alternatives, especially Millennials

<table>
<thead>
<tr>
<th>Interest in forms of plant based eating (% extremely/very interested)</th>
<th>Total</th>
<th>Male</th>
<th>Females</th>
<th>Gen Z</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant-based substitution (i.e., eggplant instead of chicken breast)</td>
<td>33</td>
<td>26</td>
<td>40</td>
<td>36</td>
<td>43</td>
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<tr>
<td>Meat analogs (meatless burgers, meatless chicken strips, etc)</td>
<td>23</td>
<td>20</td>
<td>26</td>
<td>26</td>
<td>35</td>
</tr>
<tr>
<td>Meat alternatives (tofu, seitan, etc)</td>
<td>21</td>
<td>19</td>
<td>24</td>
<td>27</td>
<td>34</td>
</tr>
</tbody>
</table>

Note: Gen Zers are more likely vs. previous generations to make a conscious choice of not having meat for at least one day per week.