The Flavor Expert

McCormick ranges from flavor

and in kitchens across the globe
manufacturers to consumer businesses—
food trends from retail outlets to food
and consumer brands can be found throughout the
many different countries in more than
400 countries

every day. McCormick is a leader in flavor
and trend tracking. McCormick’s

and in the future of flavor. McCormick

and trend tracking.

Now in its 15th year, the McCormick® Flavor
Forecast® is on the forefront of identifying top
trends, insights and ingredients driving the
future of flavor. Created by a global team of
McCormick experts—including chefs, culinary
professionals, trend trackers and food
scientists—the Flavor Forecast inspires

culinary exploration and innovation around
the world for years to come.

A global leader in flavor, McCormick & Company
has been helping people create memorable food
experiences for more than 125 years. Our leading
brands make a meaningful difference in the way
people create and experience food every day.

With an unrivaled focus on quality, McCormick
delivers the taste you trust, sourcing the highest
quality ingredients from 40 countries. Our global
family of brands reaches consumers in more than
100 countries and can be found throughout the
food industry—from retail outlets to food
manufacturers to foodservice businesses—
and in kitchens across the globe.

Explore recipes and more:
www.flavorforecast.com
or

The Future of Global Flavor
8 Flavor Trends to Watch

**Sour+Salt**
Combining coarse salt with surprising sours like pickled ginger, sour cherry, dried mango and lemon zest results in a lively finishing flavor that lends brightness and texture to dishes.

**Liquid Revolution**
Fresh purees and juices blend with bold spices and herbs to intensify sauces, pasta, dressings and more—providing a fun, delicious way to enjoy an extra serving of fruits and veggies.

**Global Blends On the Move**
- **Japanese 7 Spice (Shichimi Togarashi)**—A pungent combination of chilies, sesame, orange zest, nori and more.
- **Shawarma Spice Blend**—A Middle Eastern street food favorite made with cumin, cinnamon, black pepper and more.

**Flavor Worth the Wait!**
Lift the lid to discover the rich flavors from recipes around the world that meld aromatic spices and comforting ingredients into mouthwatering slow-cooked meals.

**Cookies Reimagined**
Classic spiced cookie flavors take new form in decadent, imaginative desserts that redefine “milk and cookies.”

**Umami Veggies**
For a fresh way to savor the tempting “fifth taste,” look no further than naturally umami-rich veggies like mushrooms, tomatoes, sweet potatoes and nori.

**Smoked Spices**
Smoking spices and herbs deepens their flavor and aroma, adding richness to meals and drinks.

**Middle Eastern Mezze**
These distinctive dips and spreads, packed with zesty herbs and seasonings, offer an approachable and delicious introduction to a vibrant global cuisine.

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