



The Search Is On For America's Newest Spice Blend - Enter the McCormick® \$10,000 Blend to Win Challenge

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HUNT VALLEY, Md., March 3, 2003/NewsWire - The search is on for America's newest spice blend. If you think you're up to the challenge, grab your favorite herbs and spices, add a pinch of imagination and get ready to Blend To Win. The McCormick® family of flavors is seeking a \$10,000 grand prize to the person who creates the most innovative, delicious spice blend. In addition, the grand prize winner will have his or her blend produced and sold with name recognition on the bottle. Four runners-up each will receive \$500 and a customized spice rack.

(Photo: <http://www.mccormick.com/cgi-bin/print/20030303B718019>)

Last year's contest yielded delicious results, including Roberta Mulbacher, of Miami, her blend was a savory mixture of North African flavors, including coriander, cumin, paprika, cinnamon, cayenne pepper, and salt.

"Ethnic spice blends, like the winner of last year's Blend to Win Challenge, continue to be popular," said Laurie Harman, director of public relations at McCormick. "Last year's entries showed us that people are using a lot of bolder flavors - such as black pepper, garlic, paprika, and cumin - in their blends. It's the special touches and ingredients that they combine with those flavors that make the blends exciting and unique."

Entering the contest is simple:

1. Create an original spice blend using at least two McCormick spices or herbs. (Be sure the exact proportions are noted.)
2. Name your signature spice blend.
3. Provide an example or tip for using this spice blend.

Entries will be judged by the flavor experts at the McCormick Test Kitchen and a panel of independent chefs. Five finalists will be selected, based on use of McCormick's spices or herbs in the blend and originality of blend (20%), flavor of spice blend (30%), originality and creativity of spice blend name (30%), and a usage example or tip (20%).

Submit entries on-line or by U.S. mail. All entries must be postmarked by May 15, 2003. Finalists will be notified on or about June 30, 2003. To receive official contest rules and an entry form, visit <http://www.mccormick.com> or call 1-800-MEAL-TOP (1-800-623-5847).

With an extensive network of researchers, trend experts, chefs, home economists, food technologists, and sensory analysts, McCormick & Company, Inc. keeps its finger on the pulse of flavor. McCormick was founded in 1889 in Baltimore, Maryland, and today is the largest spice company in the world. McCormick sources the finest ingredients from around the globe to bring the highest quality flavors to consumers. SOURCE: McCormick & Company, Inc.

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NOTE TO EDITORS: Please see accompanying photo, "Your Blend Here."

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