



McCormick's 2006 Annual Report Has Scent of Nutmeg

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SPRINGFIELD, Mo., Feb. 26, 2007 /PRNewswire FirstCall via COMFET/ News Release -- Nearly thirty years ago McCormick & Company took a novel approach to make its annual report rise above the rest of the thousands of annual reports produced each year. The world's largest spice company came up with the offbeat idea to scent its annual report with an aroma from one of the many exotic spices it sells around the world. Over the years, investors have easily found that McCormick's annual report by following the smell of spices such as cinnamon, clove and Chinese five spices. The 2006 annual report is now being mailed to investors, and they will find that the upcoming financial results from the past year will be complemented by the scent of nutmeg.

Nutmeg is the dried, aromatic seed of the fruit of the nutmeg tree, myristica fragrans. Piney and citrus-like flavors combine with sweet and later tastes to provide nutmeg's distinctive flavor. Nutmeg is grown in Indonesia and the East and West Indies. For many years, Grenada was a chief grower of nutmeg, producing a third of the world's supply. Hurricane Ivan in 2004 devastated the nutmeg crop on Grenada, and efforts are underway to revive it.

Commonly used in sweet foods and to enhance savory foods, nutmeg was a highly valuable commodity in the 16th century. Over the years, it has been prized as a tonic with alleged restorative powers, as an ingredient in snuff, for digestive disorders and even as a cure for The Plague.

John Brink, Assistant Treasurer/Principal Services for McCormick, said that the scent of nutmeg was applied by a Baltimore area firm, Scents & Pines, after the printing was completed. The scent is contained in a vanilla-like substance the color and consistency of honey which is rolled over the pages after the ink dries.

The financial news for investors was positive as the report details record-setting results in which the company met or exceeded key financial goals for the year. The report also gives a comprehensive look at the global business of McCormick, key initiatives underway to drive future growth and a special feature on the 75th anniversary of the company's legendary Multiple Management Board employee development philosophy.

McCormick is the global leader in the manufacture, marketing and distribution of spices, herbs, seasonings and other flavors to the entire food industry. Customers range from retail outlets and foodservice providers to food manufacturers. Founded in 1889 in Baltimore, McCormick is known as Club House in Canada, Schwartz in the United Kingdom and Ducru in France and other parts of Europe. It has approximately 7,000 employees around the world.

For more information about the company and 2006 results, visit www.mccormick.com.

SOURCE:

McCormick & Company, Incorporated

CONTACT:

McCormick & Company Corporate Communications

410-371-2110