



McCormick Shares Spirit of the Season with Holiday Cookies

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"The Big Cookie Show" Inspires Cookie Creativity

ORLANDO, Fla. – (PRNewswire) – Nov. 15, 2011 – The holidays are a season of sharing – sharing memories, sharing recipes and sharing the holiday spirit by making and giving homemade cookies. This year, the baking pros at McCormick are collaborating with Kim Iino, cookie-sharing expert and author of the new "The Treats Truck Baking Book," to make sure flavorful cookies are at the top of everyone's gift list.

"Baking and sharing cookies can really be a gift from the heart," said Kim. "That's what 'The Treats Truck' is all about – sharing a little of myself through my fresh-baked treats. It really is one of the greatest ways to connect with people."

To capture the magic of holiday cookie-baking virtually, McCormick is helping holiday bakers share their own delicious gifts from the heart through "The Big Cookie Show," at www.facebook.com/McCormickShow. Page visitors start with a signature cookie recipe from the McCormick Kitchens, and then customize it with flavor twists to suit the tastes of the giver or the receiver, like the addition of cranberries, nuts or almond extract. They'll be rewarded with both a virtual e-cookie to share with Facebook friends – complete with a frosted holiday message – and the accompanying recipe to bake up a batch of holiday memories at home.

In addition, in select days this December, McCormick will be joining Kim's "Treats Truck" for cookie-sharing events in New York City. She is pleased to share some simple tips for making homemade holiday cookies from your kitchen extra-special:

- **Fantastic Flavor Combinations** – Certain flavor match-ups are real winners around the holidays. Cinnamon and ginger are comforting classics, while a splash of peppermint extract adds a surprising hint of refreshment. The cool seasonal flavor pairs beautifully with dark chocolate in **Double Chocolate Chunk Mint Cookies**.
- **Chase It Up** – Spruce up vanilla, go-to recipes like **Splendid Holiday Sugar Cookies** with seasonal flavors and creative decorations. Add a hint of almond extract to deepen the flavor, use the dough for jam thumbprint cookies, or play with festive cookie cutters and colorful frosting.
- **Ready to Bake** – Prepare dough in advance and keep it in the freezer, either rolled into a ball or cut into ready-to-bake cookie shapes. That way you can bake a few cookies at a time or a whole batch as you wish. Prepped dough from **Gingerbread Men Cookies** makes a quick seasonal dessert on its own, or can be repurposed as a convenient crust for holiday pies.
- **Gift It** – In a instant jar, combine pre-measured spices, essences and other dry ingredients for a homemade "cookie mix." With a step of sifting, which is recipe card with baking and decorating tips. You can even include cookie cutters or a jar of sprinkles, for a complete holiday cookie kit!

Looking for more ideas to share your passion for cookies? Visit www.mccormick.com to find perfect cookie recipes for the holidays and beyond, from classic **Snickerdoodles** to melt-in-your-mouth **Peanut Cookie Balls**.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With more than \$3 billion in annual sales, the Company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry – retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick.com, www.mccormick.com and facebook.com/McCormickSpice for more information.

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