



## McCormick to Open First Ever Retail Destination in Baltimore's Inner Harbor

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New attention will let visitors explore the world of flavor.

SPRINGFIELD, Mass. (GLOBELEDGE WIRE) — Feb. 7, 2012 — For a century, McCormick and Company, Inc. (NYSE:MKC), is global leader in flavor, brought the tantalizing aroma of cinnamon, vanilla and nutmeg to downtown Baltimore. After nearly 25 years, McCormick will return this summer with the opening of its first retail destination, **McCormick World of Flavor**, at the popular Harborplace tourist attraction.

In an exciting step to promote its global brand, the new locale will have McCormick's Passion for Flavor™ on full display. Interactive and educational displays will engage families. You will be able to determine your personal flavor profile or chart the origins of spices, among other activities.

Visitors will enjoy a cooking demonstration area where McCormick's own chefs and celebrity chefs will display their culinary magic using McCormick flavors.

"McCormick World of Flavor is a milestone for McCormick," President, Chairman and CEO Alan Wilson said. "What better way to communicate what we do than to allow visitors to experience it personally. It will show visitors how McCormick brings great taste to their lives – every day. You can see how our business, rooted in the exploration of the New World, has its sights on the newest frontiers of flavor."

This 3,000-plus square foot center will showcase the extensive McCormick product range with sections focusing on cooking, baking and grilling. In addition to the many products displaying the well-known McCormick brand, visitors will also see other popular McCormick brands like Grd Marks®, Lewy's®, Zabar's® and Old Bay®.

There will be a wide range of gifts to purchase too. Unique gift packages, special cooking items and signature products will complete the visitor experience.

The retail destination, on the first floor of the Light Street portion of Harborplace, is just steps away from the site of the legendary McCormick Plant and Headquarters that stood at 414 Light Street from 1920 to 1989. That facility was iconic in the city primarily because the wonderful aroma of spices would spread from the building throughout the harbor.

"There is a wonderful historic link for McCormick to return to the Inner Harbor, and Harborplace is a perfect setting because it is such a popular draw for tourists and local residents alike to see the best of Baltimore," said Lori Robinson, McCormick Vice President of Corporate Branding and Communications.

"I am very pleased that McCormick has decided to locate its first retail destination in downtown Baltimore at Harborplace," said Baltimore Mayor Stephanie Rawlings Chiles. "McCormick is an iconic Baltimore brand and a great source of pride for our city and region, and this locale will promote that pride to residents and visitors alike. I look forward to purchasing the first jar of Old Bay on opening day."

Added Christopher Schwab, senior general manager, Harborplace & The Gallery, "In addition to being an innovative retail concept, this will be a wonderful new attraction for the many visitors we see annually. McCormick and Harborplace are two names that are synonymous with Baltimore. We look forward to celebrating their grand opening this summer." Harborplace is managed by General Growth Properties.

### 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 Brings Passion to Flavor™.

To learn more please visit us at [www.mccormick.com/baltimore](http://www.mccormick.com/baltimore)

### About Harborplace & The Gallery

Harborplace & The Gallery ([www.harborplace.com](http://www.harborplace.com)) is owned and managed by General Growth Properties, the second largest shopping center.

### About General Growth Properties

GGP is the second largest shopping center owner in the United States. GGP has ownership and management of a 136 regional and super regional shopping mall portfolio in 41 states. The company portfolio totals approximately 140 million square feet of space. A publicly-traded real estate investment trust (REIT), GGP is listed on the New York Stock Exchange under the symbol GGP.

Source: McCormick & Company, Incorporated

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