



To Meet Growing Demand for Less Sodium, McCormick For Chefs® Broadens Product Line with Lawry's® Seasoning Mixes

June 26, 2012

Classic Entree Flavors with a Modern Approach to Sodium Ideal for Professional Chef® Menu Needs

Next Valley, MD, June 26, 2012—More than 50% of consumers concerned with the amount of salt/sodium in their diets, the foodservice industry is taking clear steps to address this growing demand. In fact, 49% of operators have lowered or plan to lower sodium in key menu items because of the percentage of Americans who take in sodium from processed and prepared foods at home and at restaurants.

McCormick For Chefs®, the Food Away From Home Division of McCormick & Company, is proactively addressing this initiative by introducing a 16 line of Lawry's® Classic Entree Seasoning Mixes that contain 500mg of sodium or less per package recipe serving. Products will begin shipping in July 2012. The products are designed specifically for foodservice chefs and operators seeking better for you versions of traditional seasoning blends and help meet consumers' desire for great tasting food while reducing sodium.

All of the Lawry's® popper seasoning mixes have no artificial flavors or colors, 0g trans fat per serving and no added MSG except those naturally occurring glutamates. Available in operator-friendly pouches for large batch cooking, the Lawry's® mixes that now have 500mg of sodium or less per package recipe serving include:

- NEW! Old Fashioned Seasoning Mix, Lower Sodium (500mg)
- NEW! Paprika Seasoning Mix, Lower Sodium (417mg)
- NEW! Mexican Style Seasoning Mix, Lower Sodium (427mg)
- NEW! Italian Style Seasoning Mix, Lower Sodium (480mg)
- Original Italian Seasoning Mix (420mg)
- Taco Seasoning Mix (500mg) - available in three sizes
- Smoked Taco Seasoning Mix (500mg)

For the K-12 industry especially, the Lawry's® lower sodium mixes meet the requirement of the USDA's recently issued Nutrition Standards for sodium guideline amounts in school lunches for 2014-2015, as well as at the attached level being implemented for the 2022-2023 school year.

"Sodium is healthy in any quantity. We recognize and respect the challenge operators face as they seek to reduce sodium in popular dishes," said Dr. William Cheever, Director of Marketing, McCormick For Chefs®. "By ensuring their shops stay McCormick For Chefs® is committed to leading the way with lowering the sodium of products that help chefs continue to serve menu favorites patrons will enjoy again and again."

Each seasoning mix offers many versatility and can be used to create numerous recipes, including chili meatballs, meatball stew, BBQ or submarine sandwiches, taco casseroles, nachos, Mexican lasagna and more. For additional product information and menu application ideas, visit www.McCormickForChefs.com/lowna

About McCormick & Company—The Flavor Expert
Founded in 1888, McCormick & Company, headquartered in a global leader in flavor with the manufacturing, marketing and distribution of spices, herbs, seasonings, specialty foods and flavors to the entire food industry—meat, poultry, food manufacturers and foodservice businesses. McCormick For Chefs®—McCormick's Food Away From Home division—provides unrivaled solutions to the distinct needs of professional foodservice with its McCormick Culinary™, Lawry's®, OLD BAY®, The Kitchen and Zestful® products. Chefs and operators can be confident that McCormick brings most sensory experience, product innovation and flavor expertise for quality taste experiences. For more information and recipe ideas, visit www.McCormickForChefs.com. Follow us on Facebook at www.facebook.com/mccormickforchefs or find us on Twitter at twitter.com/McCormickForChefs

CONTACT:
Susan Gardner
Marketing Manager
410-715-1500 ext.442
sgardner@mccormick.com

800-Flavor
McCormick & Company, Inc.
410-779-7223
www.mccormick.com

Source: Healthy Profits Study Databank/2000, Mintel Report January 2012