



## McCormick® Flavor Forecast® 2016 Unveils The Tastes Of Tomorrow

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### Annual Global Flavor Report Features Emerging Trends and Flavors

HUNT VALLEY, Md., Dec. 2, 2015 /PRNewswire/— McCormick & Company, Incorporated (NYSE: MCC), a global leader in flavor, has unveiled its annual McCormick Flavor Forecast revealing the tantalizing trends that will shape culinary exploration and innovation – in home kitchens, at restaurants and on retail shelves – across the globe for years to come. Among the emerging trends is a spotlight on underexplored Southeast Asian fare – Malaysian and Filipino – and the evolution of our insatiable appetite for spicy. Also featured are pulses which serve as a protein-packed canvas for delicious flavors – Biting within United Nations celebrates 2016 as the International Year of Pulses.

"Since its inception in 2005, Flavor Forecast has been tracking the growing interest in heat and identifying upcoming spicy flavors including chipotle, paprika and habanero," said McCormick Executive Chef Kevin Vetter. "Our latest report shows the next wave of this trend is complemented by tang. Look for Southeast Asian sauce powered by chiles, rice vinegar and garlic to take kitchens by storm."

#### Emerging Trends and Flavors

Identified by a global team of McCormick chefs, food technologists and flavor experts, these trends offer a taste of 2016 and beyond.

1. **Heat + Tang** – Spicy foods a welcome contrast with tang accents to elevate the eating experience.

- **Peruvian chileas** like rocoto, ají amarillo and ají panca paired with lime
- **Sambal sauce** made with chilies, rice vinegar and garlic

2. **Tropical Asian** – The vibrant culture and distinctive flavors of Malaysia and the Philippines draw attention from adventurous palates seeking bold new tastes.

- **Pinoy BBQ**, a popular Filipino street food, is flavored with soy sauce, lemon, garlic, sugar, papaya and banana ketchup
- **Penang Curry**, a Malaysian style paste, delivers mild heat made from chilies, lemongrass, garlic, ginger, lemongrass and turmeric

3. **Blends with Benefits** – Flavorful herbs and spices add everyday versatility to good-for-you ingredients.

- **Mint-chai**, a slightly bitter root is balanced by ginger and citrus
- **Chia seed** becomes spicy when paired with citrus, chile and garlic
- **Turmeric** blended with cocoa, cinnamon and nutmeg offers sweet possibilities
- **Flavored** enhances savory dishes when combined with Mediterranean herbs

4. **Alternative "Pulse" Proteins** – Packed with protein and nutrients, pulses are elevated when paired with delicious ingredients.

- **Pigeon peas**, called Toor Dal when split, are traditionally paired with curries and coconut
- **Cranberry beans**, also called borlotti, are perfectly enhanced with sage and Arborio rice
- **Black lentil** lentils are crisply accented with peach and mustard

5. **Ancient Flavors** – Modern dishes reconnect with native ingredients to celebrate food that tastes real, pure and satisfying.

- **Ancient herbs** like thyme, peppermint, parsley, lavender and rosemary are rediscovered
- **Aniseed**, an ancient guest of the Andes, brings a truly earthy flavor
- **Mescal** is a smoky Mexican liquor made from the agave plant

6. **Culinary-Inspired Sips** – Three classic culinary techniques provide new tastes and inspiration in the creation of the latest libations.

- **Pickling** combines heat with spices for zesty results
- **Smoking** adds richness with a distinctive smoky flavor
- **Roasting** adds richness with a distinctive smoky flavor

"Flavor Forecast is a catalyst for innovation," said Vetter. "Throughout the world for years, we've been working with our customers across the food industry – from chain restaurants to beverage and snack producers – to help them do the same."

For mouthwatering recipes, images and more ways to explore this year's top flavors, visit [flavorforecast.com](http://flavorforecast.com).

**About Flavor Forecast**  
Since 2005, the annual McCormick® Flavor Forecast® has identified top trends and ingredients driving the future of flavor. Created by a global team of McCormick experts – including chefs, culinary professionals, trend makers and food technologists – the Flavor Forecast inspires culinary exploration and innovation around the world. Visit [flavorforecast.com](http://flavorforecast.com) to learn more.

**About McCormick**  
McCormick & Company, Incorporated is a global leader in flavor. With \$4.2 billion in annual sales, the company manufactures, markets and distributes spices, seasonings, extracts, 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 Biting Passion is Flavor.® For more information, visit [www.mccormick.com](http://www.mccormick.com).

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SOURCE: McCormick & Company, Incorporated

Laura Harmon, McCormick & Company, Inc., 410.527.7573, Laura.Harmon@mccormick.com, Mally McPeters, Wether Shawbeck, 312.588.2291, MallyMcPeters@wethershawbeck.com