



## McCormick Releases Spring Lineup Of 21 New Products Inspired By Flavor Trends On The Rise

April 2, 2015

SPRING, Md., April 2, 2015 (PRNewswire - McCormick & Company (NYSE: MCC), a flavor leader for over 125 years, is introducing 21 new products inspired by the McCormick® Flavor Forecast™ trend reports, which predict the future of flavor. Among the new product innovations are flavored sea salts, chili peppers and burger seasonings for grilling season.

"Our new products enable consumers to explore bold, more intense flavors at home that they may have seen in restaurants, food trucks and cafes," said McCormick Executive Chef, Kevin Vetter. "Spicy, zesty and alcohol-infused offerings – from Get Mass Exotic Flavors Marinade to Gourmet Dry Rubs Seasoning – make it easy to add interesting flavors to favorite dishes, whether you're grilling a burger or making an air fry."

### Burger Seasoning

New sauce packets give grillmasters everything they need to make steakhouse burgers in the backyard. Offered in four bold varieties, Get Mass Steakhouse Burger Sauce Mixes contain enough seasoning for four to six tastes, juicier patties – no measuring needed!

- [Marbled Steak](#)
- [Smoky Onion Steakhouse](#)
- [Smoked Marinated & Charred Steakhouse](#)
- [Smoked Garlic & Spiced Steakhouse](#)

### More Bold Flavors for the Grill

- [Get Mass Belgian Style White Ale Seasoning](#)
- [Get Mass Brown Sweet Bourbon Seasoning](#)
- [Get Mass Smoky Kentucky Whiskey](#)
- [Get Mass Sweet Onion Steakhouse Burger Seasoning Mix](#)
- [Lemon Herb Infused Marinade with Citrus Seasoning](#)
- [Lemon's Sweet Apple BBQ Marinade](#)

### Flavored Sea Salt Offerings

Easy to use in the table or during cooking, McCormick's new sea salt blends taste up dishes with fresh, new flavors.

- [Chili Sea Salt Blend Citrus](#)
- [Smoked Sea Salt Citrus](#)
- [Lemon Herb Sea Salt Blend Citrus](#)
- [Smoky Onion Sea Salt Blend Citrus](#)

### Ground Chili Peppers

From hot and tangy Sriracha seasoning to smoky crushed chipotle pepper, McCormick Gourmet's three new chili pepper varieties offer a range of heat options.

- [Sriracha Seasoning](#)
- [Smoked Chipotle Pepper](#)
- [Smoked Chipotle Seasoning](#)

### Additional Products

Other new products from McCormick brands include:

- [Get Mass™ Hot & Spicy Seasoning](#)
- [Smoked Citrus Chicken Seasoning](#)

To learn more about these new products, visit [www.McCormick.com](http://www.McCormick.com) and check us out on [Twitter](#) and [LinkedIn](#).

To download food photography, visit the digital press room at [www.mccormick.com/pressroom](http://www.mccormick.com/pressroom).

### 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, 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 Strong Passion to Flavor™. For more information, visit [www.mccormick.com/pressroom](http://www.mccormick.com/pressroom).

To view the original version on PR Newswire, visit <http://www.prnewswire.com/stories/detail/mccormick-releases-spring-lineup-of-21-new-products-inspired-by-flavor-trends-on-the-rise-300000000.html>

SOURCE: McCormick & Company

Laura Hansen, McCormick & Company, Inc., 410.527.8703, Laura\_hansen@mccormick.com, or Jenna Matthews, Publicist, 410.527.8703, jmathews@webberhendrick.com