



Cinnamon-Lovers Everywhere Have Reason to Celebrate as First-Ever National Cinnamon Day is Declared for November 1st to Officially Launch the Holidays

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McCormick Tapped Acclaimed Pastry Chef, Dominique Ansel, to Create a Limited-Edition Cinnamon Treat and has Kicked-Off a National Search for People Named Cinnamon to Join the Celebration of #CinnamonSeason

HUNT VALLEY, Md., Oct. 30, 2019 /PRNewswire/ -- It's time to celebrate the hardest working spice of the holiday season with its own national holiday on November 1st – let's hear it for Cinnamon! While pumpkin spice has been getting all the glory this fall, cinnamon has been behind the scenes flavoring your favorite holiday classics like apple pie, snickerdoodle cookies, cinnamon rolls, mulled cider, sweet potato casserole, French toast, pumpkin pie and more.

Experience the interactive Multichannel News Release here: <https://www.multivu.com/players/English/8638751-mccormick-national-cinnamon-day-holiday-season-kick-off/>

"Cinnamon truly is one of America's favorite holiday spices; it's warm, sweet, and a bit spicy. It makes both sweet and savory foods delicious during the holiday season," said Jill Pratt, VP of North America Marketing Excellence at McCormick, the flavor leader in the US. "As our most sold holiday spice this time of year, we wanted to give cinnamon the attention it deserves, as well as honor people with this unique name. We're declaring this #CinnamonSeason, and rallying lovers of this flavor everywhere to celebrate the spice rack's unsung hero."

To kick-off #CinnamonSeason, McCormick has teamed up with celebrated pastry chef and creator of the Cronut®, Dominique Ansel, to create an all-new exclusive cinnamon treat perfect for the start of the holiday season. Chef Dominique's limited-edition, hand-decorated **Cinnamon Brown Sugar Animal Crackers**, served in a keepsake metal box with a bottle of ground cinnamon, will be available at the Dominique Ansel Bakery in New York City on Friday, November 1st only. These one-of-a-kind cinnamon cookies will be offered on a first come, first serve basis while supplies last, starting at 8:00a.m EST. The bakery is located at 189 Spring Street, NY, NY 10012. For anyone who can't experience this new cinnamon treat in-person, a homemade recipe version with how-to video is available at www.mccormick.com/cinnamonseason.

McCormick and Ansel's new Cinnamon Brown Sugar Animal Crackers recipe puts the warm, aromatic spice front and center. "There's no better time to pick up baking than during the holidays, and I'm excited to share my recipe for homemade cinnamon-spiced animal crackers to kick off the season," says Dominique Ansel, chef and owner of Dominique Ansel Bakery. "Animal crackers always remind me of the holidays because I would string them together to make holiday ornaments and decorations. So we've created a fresh take on a nostalgic recipe for the first National Cinnamon Day."

Additionally, McCormick is on a mission to find and recognize the unique people named Cinnamon. Did you know that Cinnamon as a girl's name is #13,961 in popularity?¹ It's time to shine a spotlight on these warm, one-of-a-kind people, just like the spice. McCormick has already found some people named Cinnamon to share a [special video message](#), inviting others with this name to join in the celebration of #CinnamonSeason.

McCormick is extending a special invitation to anyone with this unique name to join in the celebration on Friday, November 1st at the Dominique Ansel Bakery, where they will have a special place in line and be among the first to taste the limited-edition Cinnamon Brown Sugar Animal Crackers while supplies last.

Check us out on [Facebook](#) and [Instagram](#) to celebrate all things cinnamon and see the latest cinnamon season activities with updates of our search for people named Cinnamon. For additional cinnamon recipe inspiration, visit www.mccormick.com/cinnamonseason.

¹ Source: Social Security Administration & Baby Center User Data

About McCormick

McCormick & Company, Incorporated (NYSE: MKC) is a global leader in flavor. With \$5.3 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 the Joy of Flavor to Life™.

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CINNAMON BROWN SUGAR ANIMAL CRACKERS

By Dominique Ansel for McCormick

25-35 cookies (depending on the size of your cutters)

INGREDIENTS

2 tsp McCormick Ground Cinnamon

8 tbsp (1 stick) unsalted butter, cold and cubed

$\frac{3}{4}$ cup light brown sugar, packed

1 $\frac{3}{4}$ cups, plus 2 tsp all-purpose flour

$\frac{3}{4}$ tsp baking soda

$\frac{1}{4}$ tsp salt

1 large egg

INSTRUCTIONS

1	In a stand mixer fitted with a paddle attachment, combine the cinnamon, butter, sugar, flour, baking soda and mix on medium speed until the mixture comes together but is still sandy in texture, about 4-6 minutes.
2	In a small bowl, whisk together the salt and egg until combined. Pour into the mixer and continue mixing on medium until a dough forms, 1-2 minutes.
3	Transfer the dough onto a piece of plastic wrap. Cover tightly and refrigerate for 2 hours.
4	Pre-heat oven to 320°F.
5	On a floured work surface, roll out the dough until it's 1/8" thick. Use cookie cutters to cut shapes out of the dough. Transfer to a baking sheet lined with parchment paper. Bake for about 12-15 minutes or until the cookies are golden brown in color.
6	Transfer the cookies to a cooling rack. Once cool, decorate the cookies with your favorite icing.

TIPS

If you don't have a stand mixer, don't worry! You can also mix the dough with your hands!

The dough can be made one day ahead; keep refrigerated.

If you have excess dough scraps leftover, you can pop them back into the fridge to chill, then re-roll it out to make more cookies.

Instead of icing, mix a little demarara sugar and cinnamon and sprinkle the top of the cookies with the mixture and gently press into the cookies before baking.

Try sprinkling crushed cookies over your favorite ice cream or your morning yogurt for a little extra crunch.

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