



In Flavour

Working together to achieve
1.25 million
flavour stories



McCormick has officially kicked off a yearlong 125th anniversary celebration with the goal of connecting people around the world as they share 1.25 million stories about the special role food and flavour plays in our lives.

Flavour has the power to bring us together across continents and cultures, and in this yearlong program, McCormick will follow and share stories from culinary influencers and families. The goal of the campaign is to inspire a passionate conversation about flavour. McCormick will engage and educate people about exciting food trends and how flavours and cuisines travel across cultures. Staff can follow along at FlavourofTogether.com to view memorable videos, recipes, and stories from consumers, popular chefs, bloggers and more.

Daniel Moorfield, Managing Director - McCormick Foods Australia/NZ says, "I am excited to be a part of this special global 125th celebration and look forward to hearing and sharing the many flavour stories from around the world. I love the way family, flavours and friends all come together to make a memorable meal. Every Christmas Eve, I

look forward to our traditional Christmas dinner inspired by my mother's Hungarian background and am proud to see my own children now enjoying this special family occasion. I encourage staff to share their flavour story too."

So please, share your flavour story as McCormick works with United Way towards a global goal of donating \$1.25 million to help feed those in need. Staff are invited to tell their stories on www.mccormick.com.au. Look out for the "Share Your Story" button in the top right hand corner on the home page.

About United Way Worldwide

United Way is the largest privately funded non-profit organisation in the world with 1800 community-based United Ways in 41 countries and territories. United Way envisions a world where all individuals and families achieve their potential.

Now in their 127th year, United Way works to advance the common good by creating opportunities for a better life for everyone. They do this by focusing on the building blocks of life - education, income and health. Give. Advocate. Volunteer. LIVE UNITED. www.unitedway.com.au



We asked our culinary team to share their favourite flavour stories.

"In 2002, my mum and I visited my brother in Europe. It was the first time Mum had ever been outside of regional Victoria, let alone Australia, so we decided a 2 week side trip to Italy was needed.

During our visit, we took mum to a night club in a grotto along the Almagi coast, which could only be accessed by boat.

The music was pumping, we were all drinking champagne and having a great time. At midnight there was a ritual where everyone raced to the jetty to pull up a fishing net which was loaded with white bait. 20 minutes after returning to the nightclub, waiters came out with big trays of freshly caught white bait for everyone to enjoy. It was grilled with a squeeze of lemon juice and a sprinkle of fresh parsley. So delicious, fresh and simple, even mum eventually got over eating a



little fish with eyes, and enjoyed every bite. I've been searching for that same flavour experience ever since... alas I might just have to go back!"

Simone Fergie, Culinary Development Chef

"Christmas baking is an important part of celebrating the festive season with my family and friends, having an English, Irish and German heritage, Christmas Pudding, Christmas Cake, Gingerbread and Apple Strudels are always cooked. I love the aroma and taste that baking spices such as cinnamon, cloves, nutmeg and ginger, give these sweet delights".



Michelle Thrift, Senior Home Economist





It has been a busy start to the year in 2014. In this edition we get to look back briefly at the great 125th celebration we had in December last year (it seems so long ago). Since then I know how busy everyone has been, in particular the Operations team with the major wet upgrade getting almost towards completion after a lot of hard work. We look forward to sharing the photos and details of this upgrade with you within the next issue.

The most pleasing thing about the start of the year is that with all the extra capital work, and all that hot weather, we have not had any Lost Time Injuries, which is a great

result by everyone. We also had an exciting launch of the Flavour Forecast in Sydney in mid February. The other thing that I am excited about is how we are starting to do a lot more cross business activities, like the Sensory & Culinary Open Day. This is all about us learning more about the business on our journey to become a High Performing Organisation. Enjoy reading more in In Flavour.

Regards,
Daniel Moorfield
Managing Director - Australia/NZ

And the winner is...

Aspiring foodies in secondary schools across the country from Broome to Bendigo have been discovering bold new flavours thanks to the McCormick Flavour Forecast 2013 Recipe Design Challenge. And the experts all agree, this generation of students certainly can cook!

In 2013, for the very first time, Year 9 and Year 10 home economics students had the opportunity to explore the McCormick Flavour Forecast trends in detail, and demonstrated their creative food talents as they developed a series of recipes based around the 2013 trend-setting flavour combinations.

McCormick, in partnership with the Home Economics Institute of Australia (HEIA), developed a design brief that was grounded in the curriculum with a real-world context, modelling some of the key features of the Australian Curriculum, including critical and

creative thinking, ICT capability, and Australia's engagement with Asia.

Convenor of the HEIA Education Standing Committee, Dr Janet Reynolds says, "The competition has been great for schools-it was challenging and had depth but also had adequate scaffolding to enable students to really fly and excel - and they did. The students were not restricted by convention and came up with some incredibly creative ideas - the entries were truly inspirational, a proud moment for the home economics teaching profession."



Send your article or idea to
jan_palamara@mccormick.com



Michelle Thrift, pictured with a HEIA home economics teacher, had the tasty task of cooking and testing the winning recipes.

Outstanding Flavours

HEIA and McCormick are pleased to announce the national winner:

Sacred Heart College, Geelong, Victoria

Students from the Geelong school took out the main prize with the following recipes:

1. Apple, Blueberry & Pistachio Farro Grain with Spiced Pork from the Empowered Eating trend
2. Japanese Katsu Meatballs with Oregano Panko Tomatoes from Global My Way trend
3. Roast Rolled Lamb Loin stuffed with Feta and Tomato, served with Sweet Potato and Rosemary Rosti, Smoked Tomatoes and a Sweet Onion & Chilli Chutney from the Personally Handcrafted trend
4. Chocolate and Passion Fruit Tart with Basil Cream from the No Apologies Necessary trend

McCormick Senior Home Economist, Michelle Thrift, said the competition for the top prize was fierce. "We were blown away by the standard of entries received," she said. "All states provided amazing, creative recipes featuring our 2013 Flavour Forecast flavours and trends."

As part of the initiative, students across the country were able to take advantage of support materials provided by McCormick including an A - Z glossary of all flavour ingredients and herb and spice sensory profiles in order to set free their culinary imagination. And the results were tantalising to the tastebuds.

"I was impressed with the girls' creativity and efforts to put up a perfect dish," said Debra Jackson, Year 10 Food Technology Teacher from Sacred Heart College. "They did a lovely job with their recipes and photos and really enjoyed the challenge." Mrs Jackson said the opportunity to integrate a food industry event into the regular school curriculum allowed her students to find their creative spark in the kitchen they never knew they had.

As the national winner, Sacred Heart College received a Thermomix, over \$1500 of Wusthof knives and GreenPan cookware and a supply of McCormick herbs and spices for the classroom.

The other State winners were:

- New South Wales/ACT:
Hornsby Girls High School, Hornsby
- Queensland:
Browns Plains High School, Logan City
- South Australian/Northern Territory:
Naracoorte High School
- Western Australia:
Sacred Heart College, Perth

Well done to all the teams, and we look forward to seeing what the students create with the 2014 Flavour Forecast trends and flavours.



L to R: Leanne Compton (HEIA), Nadine Hancock, Brielle Cook, Debra Jackson (Teacher), Hayley Blake, Olivia Nicholls, Michelle Thrift



November

Well done Kristian Harris and Mark Harrington for growing a marvellous moustache last November. During the month, they raised funds to help support world class men's health programs that combat prostate and testicular cancer and mental health challenges.

These programs, directed by the Movember Foundation, are focused on:

- Education and awareness
- Staying mentally healthy
- Living with and beyond cancer
- Living with and beyond mental illness

Thanks to all staff who donated.



World first for McCormick Australia

In late January, McCormick Australia launched five Flavour Forecast blends as a trial with one of our consumer retail customers.

The customer, Ritchies IGA, refurbished one of their stores and reopened it as a new concept store targeting an upmarket audience through stocking both additional and boutique products.

As the category leader of herbs & spices in Ritchies, McCormick Australia jumped on the opportunity to showcase our passion for flavour and global expertise by launching McCormick Flavour Forecast sachets. The range includes:

- Orange, All Spice and Black Rum Flavoured Spice Blend

5 minutes with...



MALA NAVARETNARAJ

QA Team Leader and relief Microbiologist

Favourite McCormick Products: *Aeroplane Sweet Treats Strawberry Jelly Slice and McCormick Marinade in a Bag Native Herb.*

What do you enjoy doing on a Sunday morning: *Attending church.*

If you won Tattsлото, what is the first thing you would treat yourself to: *A world trip.*

If you could travel anywhere in the world, where would you go: *I would like to visit the Holy Land to explore places in the Bible and Europe to visit relatives.*



JULIE McSWEENEY

Export Customer Service Officer

Been with McCormick for: 37 years

The best thing about working for McCormick: *The people. Many of us have a long history of working together. I've seen a lot of people come & go over the years and have always been lucky to have a nice group of people in my immediate team.*

What is your favourite way to wind down on a Friday night: *I like drive to Gippsland to a friend's house. In winter we love lighting the open fire, sitting down with a glass of wine and nibbles and chat about our past week.*

Favourite place to take interstate/overseas visitors: *This would be the city centre, from wandering through the laneways to a walk from Federation Square right down to South Wharf, stopping for coffee/wine/food along the way, it has a good vibe.*

If you could travel anywhere in the world, where would you go: *I would love to walk along the Amalfi Coast.*



- Smoked Paprika, Tomato and Rosemary with Bell Pepper
- Almond and Cashew Dukkah
- Smoked Paprika, Almond and Hazelnut
- Sugared Cinnamon and Star Anise

To support the store opening and launch of the new range, in store demonstrations were held over the launch weekend. These activities produced fantastic results. Based on expected sales rates, over 2 months stock was sold in just 2 days.

Brand Manager, Andrew Graham and Category Manager, Meagan Dell (pictured left) conducted the in store demonstrations and personally explained the concept to consumers, while also obtaining vital feedback and insights first hand.

Performance Driven

Project Pheonix is in full flight

We are excited to announce the Project Phoenix will be going live later this year, and will run for 8 months.

Project Phoenix is an Australian Sales Forecasting and Trade Promotions System solution which has been specifically designed to meet the Australian retail market and industrial customer forecasting requirements. Project Phoenix will assess Demand Forecasting and Trade Promotional Management and will assist in generating CCI cost savings. The new system will also remove the current manual duplication of work, create accurate sales reporting without the need to length uploads and time delays and Promotional analysis.

The McCormick Project Phoenix Team includes:

- Mark Whitelaw (Project Sponsor)
- Yvonne Polec (Project Manager)
- Paul Pusateri (Mc USA IT Project Manager)
- Betty Ngu
- Bernadette Janky
- Karen Scott
- Gerry Phillips
- Tuan Trinh
- Key stakeholders - Industrial Sales, Consumer Sales and Marketing, Finance, Operations

If you have any questions regarding Project Phoenix, please speak with one of the Project Team members, who will be happy to answer questions

Quality is our signature

Sensory & Culinary Open Day

Did you manage to drop into the Sensory & Culinary Open Day? If not, here are a few pictures of the amazing new facilities.

Simone Fergie conducting a tasting in the new test kitchen.



Michelle Thrift in the new test kitchen.



Recognising Achievements

Quarter 4, 2013



Left to right:

- Jana Kucan - 10 Years**
- Veng Cheng - 10 Years**
- Domenic Carosella - 15 Years**
- Darren Baillon - 10 Years**
- Wendy Katz - 5 Years**



Left to right:

- Alvin Villamor - 10 Years**
- Win Win Fowler - 10 Years**
- Nuno Anapaz - 10 Years**



Brodie Hutchison - 5 Years

Absent:

- Paul Hepper - 10 Years**
- Peter Forbes - 10 Years**
- Ruby Khan - 10 Years**
- Jerry Cao - 5 Years**
- Carlos Gabales - 20 Years**

McCormick Brings Passion to Flavour™





Luke Mangan brings Flavour Forecast



Daniel Moorfield, Lyndey Milan and Luke Mangan



McCormick recently launched our 125th Anniversary and Flavour Forecast 2014 to key consumer, retail and foodservice trade press and industry associations.

Held in Sydney at the glass brasserie in the Hilton Hotel, celebrity chef Luke Mangan, and his executive chef, Joe Pavlovich, designed a bespoke menu which showcased each of the five Flavour Forecast 2014 trends.

During the course of the event, we were also able to share our 125th anniversary activities and outline the Flavour of Together campaign, which aims to raise \$1.25 million for United Way to help feed those in need. Paul Metcalfe, Director Investor Relations Asia Pacific United Way spoke about United Way, their work, the relationship with McCormick and encouraged the media, not only to supply their own flavour stories, but take the initiative back to their own companies, for their colleagues to do so as well.





2014 to life



Flavour Forecast 2014



Joe Pavlovich



Michelle Thrift



Derrin Johnson

Michelle Thrift then took guests through the five flavour trends and accompanying flavours, and Derrin Johnson highlighted the way in which McCormick Australia has brought the 2013 Flavour Forecast to life with our Flavour Forecast product range and the Flavour Forecast Recipe Challenge aimed at Home Economics secondary school students.

Another key feature of the event, were the impactful 3-D displays, which brought the five flavour trends to life.

We were also fortunate to have Luke Mangan at the event which generated a lot of excitement.





Many thanks to all staff who attended our 125th Anniversary celebrations and Christmas party in December and congratulations to all recipients of the Flavour Of Together Award. What a great night!



Oh what a night!



And a special congratulations to Yvonne Polec who received the inaugural Russell Eves Managing Director's Award for 2013. This award is for sustained outstanding customer service, leadership and a passion for McCormick Australia.

