



# THE FLAVOUR EXPERT

As a global flavour leader, McCormick & Company has a taste for what and how the world eats like no other. This year, McCormick celebrates its 125th anniversary of connecting people through flavour. We are proud of our heritage of making a real difference in the way people create and experience flavour, from retail outlets to food manufacturers to foodservice businesses and kitchens throughout the world.

Through our leading brands of spices, herbs, seasoning mixes, condiments and other products, McCormick creates memorable food experiences and inspires healthy choices that help our customers live better and enjoy more. With an unrivaled focus on quality, we source world-class ingredients from 40 nations and deliver those flavours to consumers in more than 100 countries. Since 2000, the McCormick Flavour Forecast has been on the forefront of identifying emerging culinary trends, inspiring a spirit of discovery across the globe. To develop this report, McCormick brings together a dynamic group of global experts—including researchers, trend trackers, marketing experts, chefs, culinary professionals, food technologists and sensory scientists—who serve as a catalyst for driving flavour innovation throughout the food industry.

In Australia, McCormick has an extensive range of convenient and innovative products that includes herbs & spices, recipe mix meal bases, marinades, sauces and gravies. Also in our range are tailored and specialty food products for QSR, Snack Food, Food Processor and Food Service customers.

Every day, no matter where or what you eat, you can enjoy food flavoured by McCormick. For more information, visit [www.mccormick.com.au](http://www.mccormick.com.au) or, in celebration of our 125th anniversary, share your flavour stories with us at [www.flavouroftogether.com](http://www.flavouroftogether.com).



*McCormick Brings Passion to Flavour™*



125<sup>TH</sup>

ANNIVERSARY EDITION



Flavour Forecast<sup>®</sup> 2014

# THE FUTURE OF GLOBAL FLAVOUR



Marking our 125th year as a flavour innovator, McCormick is embarking upon a year long journey that celebrates the power of flavour. At the heart of this celebration is our belief that the ways we experience and enjoy flavour connect people and cultures around the world.

This anniversary edition of our signature Flavour Forecast, first created in 2000, identifies the insights and ingredients on the rise that will drive the future of flavour. Created by a global team of experts at McCormick—including chefs, culinary professionals, trend trackers and food technologists—it uncovers stories of flavour, cuisines and techniques inspiring creative and delicious innovations for years to come.

Join us for a taste of 2014! We hope you'll share your flavour story at [www.flavouroftogether.com](http://www.flavouroftogether.com).

*McCormick Brings Passion to Flavour™*



SHRIMP AND QUESO FRESCO EMPANADAS  
WITH CHARRED TOMATILLO SAUCE



GRILLED TIGER PRAWN TANDOORI SALAD WITH MANGO DRESSING

# 5 FLAVOUR INSIGHTS

- CHILLI OBSESSION
- MODERN MASALA
- CLEVER COMPACT COOKING
- MEXICAN WORLD TOUR
- CHARMED BY BRAZIL

These insights reflect emerging trends and key cultural influences that are shaping the tastes of tomorrow. Together, they tell an exciting story about how people everywhere are coming together for more diverse, colourful and flavourful meals than ever before.



THREE-CHILLI MOLE FONDUE



- SZECHUAN CASHEW SAUCE
- SPICY PAPAYA & PINEAPPLE SALSA
- PEPITA & CHILLI SALSA

# CHILLI OBSESSION

“Chillies are a really exciting spice—that delicious burning sensation in your mouth prompts warm, energetic, adventurous feelings and all sorts of positive emotions. That’s why chilli fans love them so much, and why they’re always seeking that next chilli thrill.”  
—Silvia King, Sensory Scientist

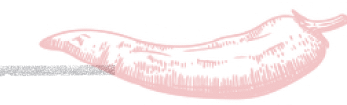
“In Szechuan province, people eat chillies in nearly every meal, whether at street kiosks or high-end restaurants. Chillies are everywhere!”  
—Chef Billy Mi, China



CHORIZO CHILLI POPPERS

THE WORLD IS CRAVING  
HEAT IN A BIG WAY.

BEYOND JUST DISCOVERING NEW CHILLI VARIETIES, THIS OBSESSION HAS EXTENDED INTO USING TECHNIQUES LIKE GRILLING, SMOKING, PICKLING, FERMENTING AND CANDYING TO TEASE OUT THEIR FLAVOUR POTENTIAL.



GUAJILLO  
MILD MEXICAN DRIED CHILLI

CHILLI DE ARBOL  
BOLD MEXICAN CHILLI

CHILLIES  
TO  
WATCH



TIEN TSIN  
HOT SZECHUAN CHILLI

AJI AMARILLO  
HOT PERUVIAN YELLOW CHILLI

# MODERN MASALA

INDIAN FOOD IS  
FINALLY HAVING ITS  
GLOBAL MOMENT.

ALREADY FAMILIAR WITH BASIC CURRIES, PEOPLE AROUND THE WORLD ARE TAKING THEIR APPRECIATION FOR THIS RICHLY-SPICED CUISINE TO THE NEXT LEVEL, EXPLORING MORE FLAVOURS IN NEW CONTEXTS, FROM FOOD TRUCKS AND STALLS TO FINE DINING.

"Indian is influencing a wide range of dishes, restaurants and TV cooking shows. In the UK and South Africa—where Indian fast casual food is as common as a pizza—we're seeing local favourites taking on modern twists. This can be as simple as adding a blend of masala to marinate venison. Meanwhile, people in the U.S. are exploring Indian flavour profiles in approachable everyday fare such as salads and sandwiches." —Chef Steve Love, United Kingdom



KASHMIRI MASALA

NORTHERN INDIAN SPICE BLEND WITH  
CUMIN, CARDAMOM, CINNAMON,  
BLACK PEPPER, CLOVES AND GINGER

PANEER CHEESE

VERSATILE, FRESH CHEESE  
WITH MILD FLAVOUR

JALFREZI

A "STIR-FRY" STYLE CURRY DISH

FLAVOURS  
TO EXPLORE



GRILLED PANEER CHEESE WITH MANGO  
TOMATO CHUTNEY & CURRY VINAIGRETTE



"STREET TRUCK STYLE"  
CHICKEN JALFREZI NAAN WRAP



"Less room to cook just requires a little more creativity! Ingredients that work double (or triple) are key. And, multi-purpose appliances—from pressure cookers to cutting-edge, all-in-one tools that can grate, mix, chop, stir, steam and fry—are helping people to create more flavourful meals in tiny urban kitchens."  
—Michelle Thrift, Senior Home Economist, Culinary Development, Australia

"Noodles of all shapes and sizes, whether dried or fresh, are some of the most versatile ingredients you can keep on hand—especially some of the great Asian, Italian and Eastern European varieties. Creative cooks are going way beyond the basics with cool new noodle dishes."  
—Chef Michael Cloutier, Canada

VEGETABLE "PHO" WITH TEA BROTH



#### TEA

NATURALLY WHOLESOME AND CAN BE USED AS A SPICE RUB, MARINADE AND COOKING LIQUID

#### NOODLES

MULTI-PURPOSE INGREDIENT FOR SOUPS, CASSEROLES, STIR FRIES AND SALADS

# CLEVER COMPACT COOKING

## MUST-HAVE INGREDIENTS

#### CORIANDER

FROM SEED TO LEAF, USED IN COUNTLESS WAYS ACROSS THE GLOBE



EASY LEMON  
TEA-INFUSED CUSTARD  
WITH CANDIED APRICOTS

BIG FLAVOUR  
CAN COME FROM  
SMALL SPACES.

AS THE MOVEMENT TOWARD MORE EFFICIENT COMPACT KITCHENS GROWS, INVENTIVE URBAN DWELLERS ARE DISCOVERING CREATIVE, CROSS-FUNCTIONAL WAYS TO PREPARE FLAVOURFUL MEALS THAT MAKE THE MOST OF WHAT'S AVAILABLE.



SALMON TOSTADA WITH CHAMOY AND CHARRED CORN RELISH

# MEXICAN WORLD TOUR

“As awareness for Mexican foods evolves globally, people are eager to discover authentic, local flavours. In the U.S., long-term fans of this cuisine are looking to new regional inspirations, from the bold recados of the Yucatan peninsula to the complex moles of Oaxaca.”

—Chef Kevan Vetter, United States

## MEXICAN FLAVOURS ARE ON THE MOVE.

FROM A GROWING TASTE FOR REGIONAL MEXICAN FARE IN NORTH AMERICA TO EARLY EXPLORATION IN CHINA, CULTURES ACROSS THE WORLD ARE EMBRACING AUTHENTIC ELEMENTS OF THIS BRIGHT, BOLD AND CASUAL CUISINE.

### TOMATILLOS

TOMATO-LIKE INGREDIENT THAT IMPARTS A ZESTY, LEMONY FLAVOUR



### FLAVOURS TO EXPLORE

### RECADOS

SPICE PASTES POPULAR IN THE YUCATAN. RECADO ROJO IS MADE WITH ACHIOTE (ANNATTO), SOUR ORANGE AND A BLEND OF SPICES

### CHAMOY SAUCE

CONDIMENT COMBINING APRICOT, LIME, CHILLIES AND SPICES



- CHAMOY MANGO SUNRISE
- TOMATILLO MARIA



# CHARMED BY BRAZIL

THE WORLD IS ABOUT TO SHINE ITS SPOTLIGHT ON BRAZIL,

ILLUMINATING THE VIBRANT FLAVOURS AND TRADITIONS OF A DYNAMIC MELTING POT CULTURE THAT INCLUDES EUROPEAN, AFRICAN, ASIAN AND NATIVE AMAZONIAN INFLUENCES. BRAZILIAN TASTES ARE POISED TO EMERGE AS A POWERFUL INFLUENCE IN COOKING AROUND THE GLOBE.

BLACK-EYED PEAS  
A FAVOURITE BEAN



CASSAVA FLOUR  
ALSO KNOWN AS MANIOC OR  
TAPIOCA FLOUR; GLUTEN-FREE



GUAVA  
TROPICAL FRUIT ENJOYED FRESH  
OR AS NECTAR AND PASTE



INGREDIENTS  
ON THE RISE



TEMPERO BAIANO  
BAHIAN SEASONING BLEND  
CONTAINING OREGANO, PARSLEY,  
VARIETIES OF PEPPER AND CUMIN



BAHIAN-SPICED CHICKEN & BEANS WITH YUCA MASH

"Like its people, Brazilian cuisine is a seductive mix of global and native influences. The world's attraction to Brazil is really heating up—we're going to discover just how exciting some of those ingredients and flavours can be."

—Anthony Palmer, Head of Innovation, EMEA

BRAZILIAN GUAVA COCKTAIL

