McCormick® Flavour Forecast® 2013 Reveals Flavour Trends. Expected to Drive Global Innovation in Food

McCormick & Company, Incorporated (NYSE: MKC), a global leader in flavour, has unveiled its McCormick® Flavour Forecast® 2013. Now in its thirteenth year, the report is an annual spotlight on the emerging trends the company expects will drive flavour innovation over the next several years.

"Through the Flavour Forecast, McCormick leads the way in identifying flavour trends that serve as catalysts for innovation in many favourite retail brands and restaurant menus, including our own products," said Alan Wilson, Chairman, President and CEO of McCormick. "With our global team of experts – spanning consumer and industrial segments in more than 100 countries – McCormick has aunique capability of identifying new and emerging trends on a global scale."

"At McCormick, it's our passion for flavour that helps us deliver such a strong track record of identifying the trends consumers will come to love," added Wilson. Past reports have helped move once unfamiliar ingredients and trends into mainstream popularity. When chipotle was featured in the Flavour Forecast 2003, it was virtually unknown in the broad consumer marketplace. Since then, U.S. menu items mentioning chipotle flavour have increased by a staggering 214 percent 1. The trend of infusing foods with cocktail-inspired flavours appeared in the 2008 Flavour Forecast. About 3,000 new grocery products have been launched since then featuring a variety of flavours like whiskey, ale, bourbon, brandy and more 2.

The much-anticipated Forecast report is created by a team of McCormick chefs, sensory scientists,dietitians, trend trackers, marketing experts and food technologists from around the world. In its second year as a global report, the Flavour Forecast showcases trends and flavours taking root in cultures spanning Asia, Australia, Europe, Africa, Latin America and North America.

Michelle Thrift, McCormick Foods Australia Senior Home Economist, "McCormick Foods Australia hasagain been involved in the development of the trends, pairings and recipes for the Flavour Forecast 2013 report. Now in its second year, we are finding our customers are highly anticipating the trend and flavour predictions. We are excited here in Australia to explore the new flavour pairings in our culinary kitchen and incorporate them in our new product and recipe development."

With the Flavour Forecast 2013, McCormick has identified five trends that the company believes will drive new product development and innovative menu additions over the coming years. Ten accompanying flavour combinations illustrate how these trends are coming to life through taste. "Around the world, we're seeing a fascinating collision of tradition and innovation. Authentic, real ingredients are still at the core – though now they're being enjoyed in unique, updated ways that reflect a much more personalised approach to cooking and eating," said McCormick Executive Chef, Kevan Vetter.

One leading trend featured in this year's Flavour Forecast is "Global My Way," which describes how people are discovering formerly "ethnic" ingredients beyond their traditional uses, incorporating those flavours into everyday eating. "Don't be surprised if in the next few years Japanese Katsu, a tangy cross between BBQ and steak sauce, and cajeta, a Mexican caramel, gain the broad appeal that once-regional tastes like Asian hot chili sauce have achieved," said Vetter.

McCORMICK

Flavour Forecast® 2013

together with

Talking TRAVEL with Sandra T.

Photos: John Pond

Sandra T. is an avid traveller, spending half of the year overseas. Being a 5 star devotee, you won't find "Treking in the Himalayas" or "Backpacking" articles here. LOVES: Real Champagne, Business Class, Hotel Suites and Upgrades. • Not responsible for errors or omissions. Readers should rely on their own research. Read my blogs at www.sandratblog.com and website www.talkingtravelwithsandrat.com also www.johnpond.com

NEW RIVER SHIPS FOR EUROPE

Avalon Waterways has chosen two very famous ladies, one an Australian and the other an American, to launch their new river ships.

They have announced that the ever popular Sydney-sider, Deborah Hutton, will christen one of their, new ships, the luxurious Avalon Illumination, which will be launched in Europe in June next year. Avalon Illumination has been specifically designed with Australian travellers in mind and features two decks of all suite accommodation with wall to wall panoramic windows.

Deborah Hutton

Commenting on her role as Godmother, Deborah said she was honoured to be invited to take part in such an important maritime tradition.

"I couldn't be more delighted to be 'Godmother' of such a magnificent ship - what an extraordinary honour," Deborah said.

"Avalon is renowned for offering a premium experience and I'm very much looking forward to spending some time enjoying such a world class holiday." Avalon Illumination will join twelve other Avalon ships in what is already the youngest fleet operating on th erivers of Europe.

With a range of cruises on the Rhine and Danube Rivers in 2014, Avalon Illumination will offer 30 per cent more suite space than most river cruise ships, featuring wall to wall panoramic windows that transform the entire suite into an open air balcony.

Room enhancements include a sophisticated European interior design, premium bedding from the Comfort Collection by Avalon, fresh flowers, contemporary marble bathrooms and luxury products by L'Occitane, which is one of my favourite brands.

Other ship features will include an impressive central lobby, an elegant dining room with sweeping views, a club and main lounge, a hair salon, a gym, an internet corner and wi-fi access, as well as Avalon's popular rooftop Sky Deck with a whirlpool and open-air bistro.

Avalon first pioneered the larer suite concept in 2011 with the launch of Avalon Panorama, this concept was developed with Australian travellers in mind and has met with sell-out success.

Avalon Waterways has also announced that Patricia Schultz, the New York based travel writer and author of 1,000 Places to See Before You Die, will christen its newest luxury ship, the 83 cabin Avalon Expression, at a ceremony on the Moselle at the scenic town of Cochem, Germany, on 6 May this year.

Two of Avalon's existing ships, Avalon Tranquility and Avalon Imagery, will leave the fleet at the end of this year. Both are less than seven years old, but will be retired as part of Avalon's commitment to maintain Europe's youngest fleet

Avalon Waterways operates the most modern river cruise fleet in Europe, with an average age of less than three years. In 2014 it will offer thirteen luxury ships, including eight revolutionary Suite Ships.

Avalon's river cruise itineraries on the great waterways of Europe include the Rhine, Danube, Moselle, Main, Rhône and Seine rivers. The eight day cruise, A Taste of the Danube, between Budapest and Vienna is very popular with Australians, along with the eight day Romantic Rhine between Zurich and Amsterdam plus the eleven day Burgundy & Provence cruise between the Côte d'Azur and Paris.

Avalon Waterways also offers sixteen other itineraries on the Mississippi, Yangtze, Nile and Mekong rivers, as well as among the Galápagos Islands.

I have sailed on Avalon and really appreciated the larger sized cabins and the panoramic sliding windows.

Sandra Tiltman

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