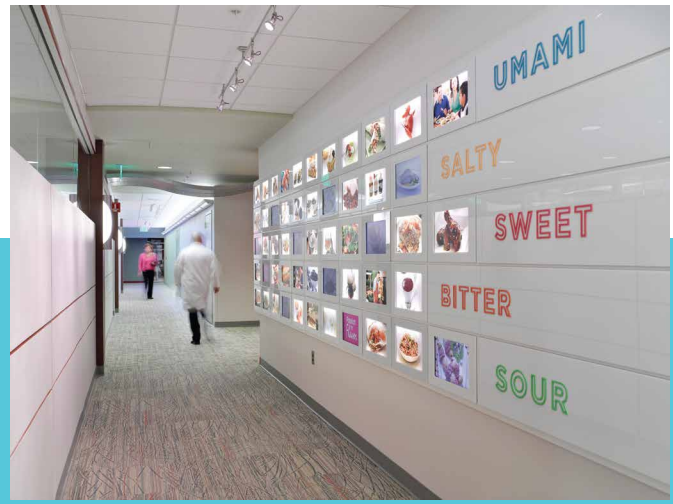


CULINARY ART, DOWN TO *a Science*



How do you turn the flavours your consumers dream about into reality? Collaborate with a comprehensive and innovative product development partner like McCormick.

LET'S CREATE SOMETHING TASTY TOGETHER

- Lead with consumer and market insights
- Inspire innovation with a culinary-focused approach
- Accelerate go-to-market with an iterative process optimized for your operations
- Incorporate your consumers' voice into every stage of product development

WE DIFFERENTIATE YOUR FLAVOUR WITH TECHNOLOGY

- Elevate the experience: Controlled release with proprietary FlavorCell® encapsulation
- Mask the 'bad': bitterness and sourness
- Enhance the 'good': creaminess, sweetness, saltiness, and umami
- Start with the right tools:
 - Compound flavours
 - Encapsulated flavour
 - Seasoning blends
 - Broth and stock concentrates
 - Process flavours
 - Natural extracts
 - Culinary bases

#LETSCREATE

CREATING MMM ... FROM CONCEPT TO COMMERCIALIZATION

- Full-service provider of superior taste-based flavour systems for all food and beverage categories across food manufacturing and food service
- Deep understanding of material science, adhesion, and flavour technology applied at each stage of the development process



McCormick Flavour solutions
GENUINE FLAVOUR • INSPIRED SOLUTIONS

Contact your McCormick account manager today or visit us at McCormickFlavourSolutions.ca to learn more about our approach to flavour creation.