

MAKING GOOD-FOR-YOU *taste great too*



With ever-changing consumer preferences, new dietary guidelines, and historic raw material volatility, how will you maintain flavour integrity and manage your cost-in-use challenges?

BETTER-FOR-YOU FLAVOUR, SAME ICONIC TASTE

- Maintain and enhance umami while reducing sodium and formulating with no added MSG
- Mask off-notes and bitterness when innovating with whole grains, vegetables or legumes and gluten-free solutions
- Enhance sweetness and flavour to counter sour or off-notes resulting from sugar removal
- Maintain creaminess with fatty mouthfeel enhancers when lowering fat

#GOODFORYOUTOO

SERVE UP DELICIOUS SOLUTIONS

- Replicate and embed complex and true culinary flavours
- Ease cost-in-use challenges when switching to natural flavours and ingredients
- Adapt to clean labeling, gluten-free applications, and dietary guideline requirements



BRING US YOUR FLAVOUR CHALLENGE

With extensive experience pinpointing ideal flavour solutions, McCormick's technical experts can leverage multiple capabilities to complement modulation, creating complete flavour systems.

