



# TREND SPOTTING

## McCormick launches transformation of Flavour Forecast® for 2020

In 2020, McCormick, a global leader in flavour, revealed it's jumpstarting a year-round, always-on flavour news approach to its nearly 20-year-old annual report. Flavour Forecast, which has always highlighted fresh flavour insights and inspiration from around the globe, will now convene in real time an evolving flavour conversation through podcasts, a video series, Instagram, and Pinterest.

The McCormick® Flavour Forecast® platform is the destination for people everywhere who are passionate about knowing the latest in flavour – at restaurants, on retail shelves, in home kitchens and beyond. Flavour Forecast will feature quarterly, in-depth flavour topics and weekly inspiration, plus share vibrant images and videos, educational podcasts, delicious recipes and insider content from a global community of experts, chefs, influencers and flavour forecasters.



The new, curated global platform is the place to discover what flavours are on the horizon, what everyone will be talking about, what you should be experimenting with and what flavours McCormick dares you to try now. McCormick invites everyone to join the conversation by following the @flavorforecast Instagram feed.

McCormick has also teamed up with some of the hottest thought leaders in food, culture and innovation to help showcase new tastes and their own immersive experiences. Throughout the year, each leader will travel to destinations around the world to report on flavour discovery through their unique lenses, capturing imagery, video and perspectives on the future of flavour.



#flavorforecast  
@flavorforecast

## How does McCormick spot food trends?

1. The global team of McCormick chefs, home economists, sensory scientists, dietitians, trend trackers, marketing experts and consumer research experts begin by examining consumer behaviour. This involves looking at trends in fashion, health, technology, lifestyle and, of course, food and dining. McCormick then narrows these down to uncover key trends that are specific to the food industry.
2. Once these key food trends have been identified, McCormick investigates flavour combinations to support the trends.
3. Culinary experts identify why a flavour combination works and evaluate each combination to form the descriptions and details behind each flavour combination and trends.
4. Global culinary and consumer kitchen experts take these flavour combinations and ingredients and develop on-trend recipes, formulas and products that best showcase the flavour combinations.