

MAKING GOOD-FOR-YOU *taste great too*



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

BETTER-FOR-YOU FLAVOR, 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 flavor 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 flavors
- Ease cost-in-use challenges when switching to natural flavors and ingredients
- Adapt to clean labeling, gluten-free applications, and dietary guidelines requirements



BRING US YOUR FLAVOR CHALLENGE

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



flavorsolutions
CULINARY-INSPIRED. CONSUMER-PREFERRED.

Contact your McCormick account manager today or visit us at McCormickFlavor.com to learn more about our proprietary flavor modulation.