

DIFFERENTIATED TECHNOLOGY FOR A DIFFERENTIATED *flavor experience*



With consumers dialed in on 'experiential' eating and an increased focus on flavor performance, are you prepared to consistently deliver flavor perfection?

UNMATCHED FLAVOR INTEGRITY

- Improves flavor stability and volatile retention to survive severe processing, freeze-thaw and bake-cycle
- Extends flavor shelf-life for impactful delivery in finished product
- Combines with existing flavors to reduce overall usage



HSM High Solubility Matrix

- Delivers quick flavor release
- Proven for application in beverage, tablets, and recipe mixes

MSM Medium Solubility Matrix

- Withstands moderate shear and processing
- Proven for application in cookies, crackers, dough, and dry bakery mixes that are below 40% moisture

LSM Low Solubility Matrix

- Withstands high shear and thermal processing conditions
- Proven for application in cereal, frozen dough, coatings and frozen, fried, and extruded food

CONSISTENT, EXPERIENTIAL FLAVOR

- Create complex, layered flavors with sequential release
- Solve specific flavor delivery challenges and extend flavor impact

#FULLFLAVORELIVERY

THE COMPLETE, CUSTOMIZABLE PACKAGE

- A versatile platform across multiple applications
- Potential to create multi-sensory experiences with color, taste, size, and textural effects



SNACKS & CRACKERS



CEREAL & BARS



BEVERAGES



CONFECTIONERY



SWEET & SAVORY BAKERY



flavorsolutions
CULINARY-INSPIRED. CONSUMER-PREFERRED.

Contact your McCormick account manager today or visit us at McCormickFlavor.com to learn more about our proprietary Flavor Cell® encapsulation technology.