





“Our mission is to save
your world from boring food.”

Alan Wilson,
Chairman and CEO





Social Media at McCormick

1. Our 'Social Footprint'
2. Differentiating Ourselves
3. Building Brand Advocacy
4. Applying What We Learn



Our Social Footprint



Cormick

and sip this vodka
chocolate and strawberry
valentine's Day martini!

om

V-Day DIY:
Cupcake Decoration Sugar



We're saying it sweetly. Simply
use red food color to create pretty
pink sugar. Do you have a
valentine this year?

7 13

Pinned from
mccormick.com



STEP 2 Split pancake batter into two bowls and add
red food color to one of the mixtures.



V-Day DIY:
Heart Cut-out Cupcakes



STEP 1 What you'll need to make the cupcakes:
German Chocolate Cake Mix, sour cream, water,
unsweetened cocoa powder, vegetable oil, eggs,
Red Food Color and Vanilla Extract



STEP 2 Pour batter into one square-shaped
and one circle-shaped pan



STEP 3 Let cakes cool. Cut circle-shaped
use a spatula to spread cream
on the inside of each half. Then
to adjacent sides of the square



Active on    

Turmeric is an up-and-coming spice. Use it to make easy ethnic recipes packed with flavor. <http://bit.ly/Zgz3Wh>



Unlike · Comment · Share 12,216 291 2,027

McCormick Gourmet
May 23

This dish is sure to make your Memorial Day barbecue...



Unlike · Comment · Share 1,130 26 419

McCormick Gourmet
May 16

A Taste of Spring (5 photos)
Put a spring in your step and your taste buds with this seasonally inspired menu.



Like · Comment · Share 7,137 133 406

McCormick Gourmet
March 19

Shredded Brussels sprouts are popping up everywhere! Pair them with fresh strawberries for an unforgettable salad at your next dinner party.

See how: <http://bit.ly/11fuLnC>



McCormick Gourmet
April 2

If I could throw a spring dinner party anywhere
_____.



IF I COULD THROW A SPRING DINNER PARTY ANYWHERE IT WOULD BE _____

Like · Comment · Share

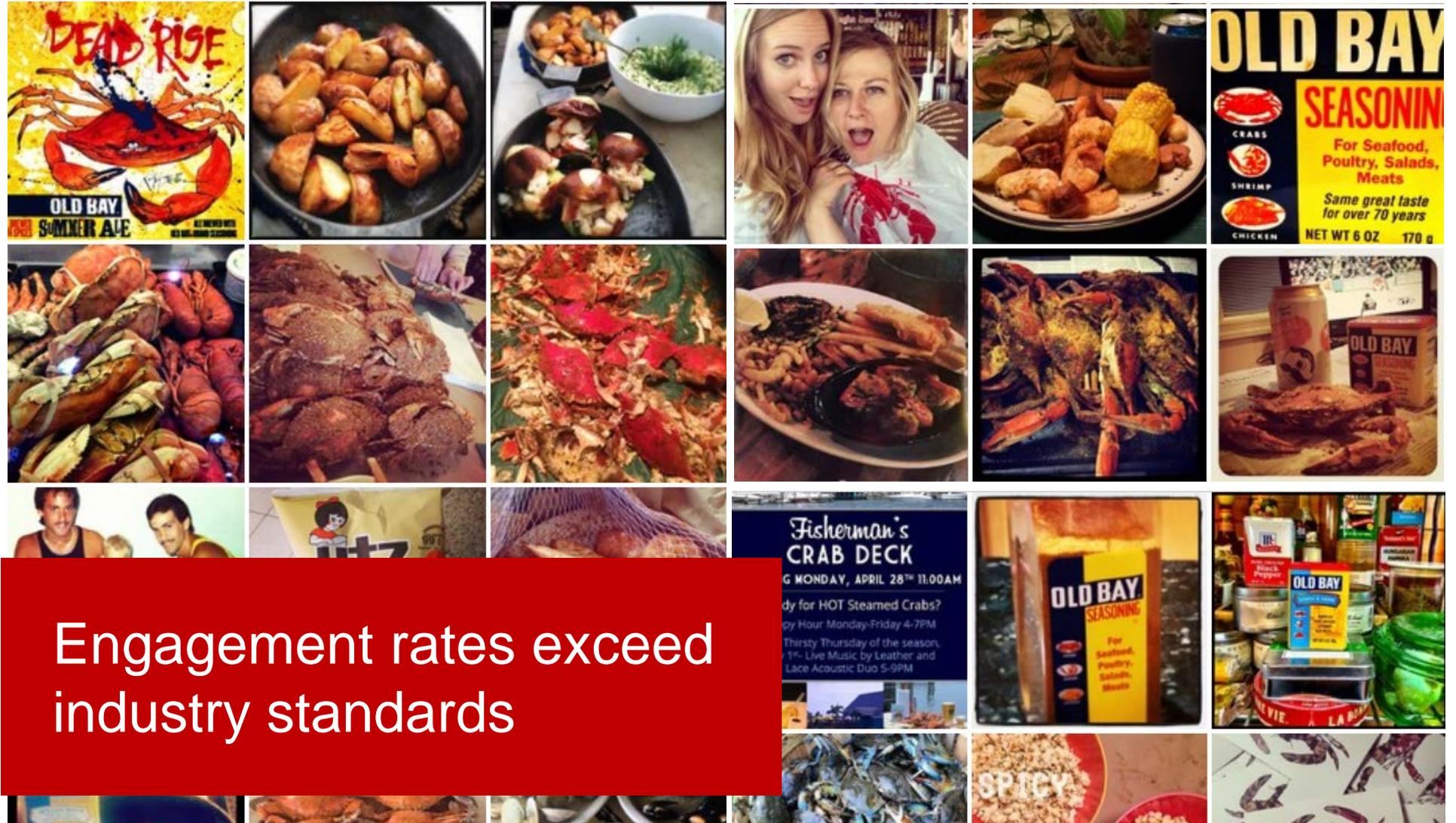
McCormick Gourmet
June 1

Prep your own fresh salsa with grilled fruit, smoky paprika. Serve with chips or alongside for a colorful presentation.

Recipe: <http://bit.ly/15ligG7>



Over 4M fans and followers across brands



Engagement rates exceed industry standards

Fisherman's CRAB DECK
MONDAY, APRIL 28TH 11:00AM
Ready for HOT Steamed Crabs?
Happy Hour Monday-Friday 4-7PM
Thirsty Thursday of the season,
Live Music by Leather and Lace Acoustic Duo 5-9PM

OLD BAY SEASONING
For Seafood, Poultry, Salads, Meats

OLD BAY
SEASONING

SPICY



Differentiating Ourselves



Beyond Recipes: Seasonal Ingredients



McCormick Gourmet

Posted by Melanie J. Yanney [?] · June 17

Strawberries (13 photos)

While you can find strawberries year-round, their peak season is April through June. Click through for delicious strawberry recipes, tips, and tricks. What's your favorite way to enjoy these sweet, red jewels?



McCormick Gourmet

Posted by Shelby Erin [?] · October 16

Apples (10 photos)

Apples are available year-round in many different varieties. Click through for recipes, tips and tricks featuring this delicious fruit. Do you prefer apples in sweet or savory dishes?





Beyond Recipes: Tips and Tricks

Turquoise
2 drops green
5 drops blue

Apricot
4 drops green
1 drop pink

Raspberry
6 drops pink
1 drop blue

Deep Purple
7 drops blue
3 drops pink

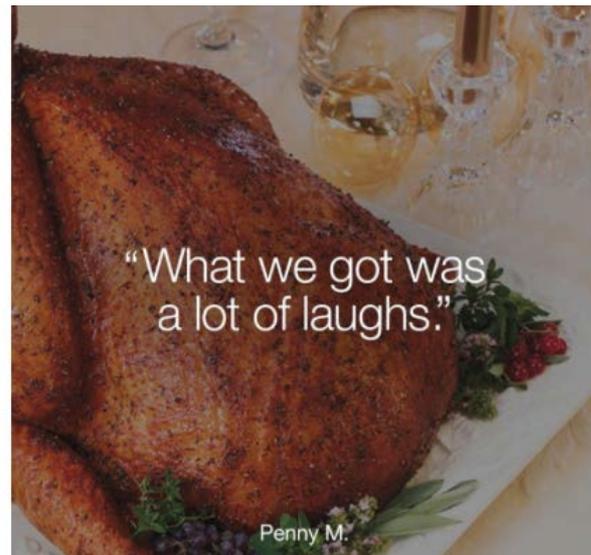
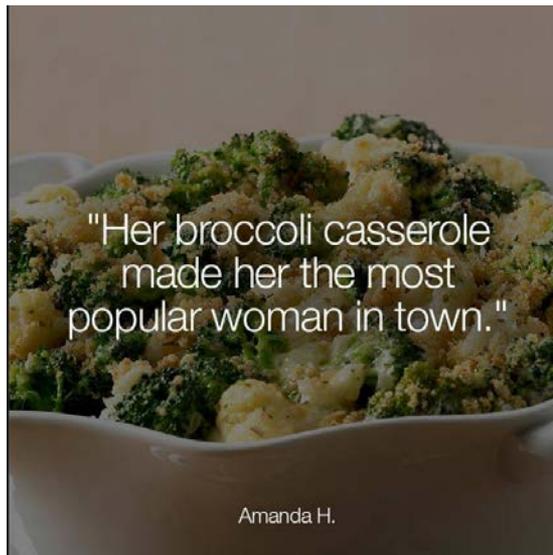
Sky Blue
1 drop purple
9 drops blue
2 drops green

Green Apple
20 drops green
2 drops blue


Featuring McCormick
NEON Food Colors
www.mccormick.com

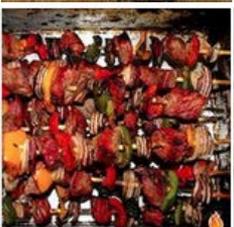
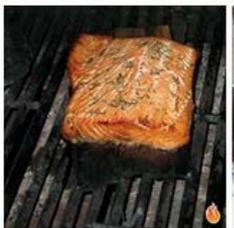


Beyond Recipes: Consumer Stories & Memories





Building Brand Advocates





facebook

Search for people, places and things



Pig's On! BBQ

Richard Rollins

www.PigsOnBBQ.com

Timeline About Photos Friends More



McCormick Grill Mates and Pig's On! BBQ like this.

Write a comment...

McCormick Grill Mates (Wow, looks amazing!) Thanks for sharing, Richard Rollins! -Carol
Like · Reply · 14 hours ago



McCormick Grill Mates and Pig's On! BBQ like this.

Write a comment...

Richard Rollins · McCormick Grill Mates

November 16 · 4h

Sliced Bone-in Pork Rib-eye Roast. Was incredible....got to love the new pork labeling. — at Pig's On! BBQ.



Unlike · Comment · Share

McCormick Grill Mates and Pig's On! BBQ like this.

Write a comment...

McCormick Grill Mates (Wow, looks amazing!) Thanks for sharing, Richard Rollins! -Carol
Like · Reply · 14 hours ago

Richard Rollins · McCormick Grill Mates

October 7, 2012 · 4h

Beef Short Ribs with Grill Mates Steak Rub...oh my!



Richard Rollins · McCormick Grill Mates

November 11 · 4h

Grilled Eggplant, Bell Pepper, Mushroom, and Tomatoes. Stacked with Mozzarella Cheese and Parmesan Cheese. Was served smothered with Sockaroni Spaghetti Sauce with ground Sirloin. — at Pig's On! BBQ.



Unlike · Comment · Share

McCormick Grill Mates and Pig's On! BBQ like this.

Write a comment...

McCormick Grill Mates (Yum! Looks delicious, Richard! Thanks for sharing!) -Carol
Like · Reply · November 15 at 3:16pm

Richard Rollins On the grill!



Unlike · Reply · 1 · November 11 at 12:09am

View 1 more comment

Richard Rollins · McCormick Grill Mates

November 4 · 4h

Perfect Medium-Rare!



Unlike · Comment · Share

McCormick Grill Mates, Pig's On! BBQ, Sujay Acharyya, Shrayan Kumar and 19 others like this.

Write a comment...

Kyle Huitt Hey, if u ever got left overs I here this teen guy down the street is always hungry 😊
Like · Reply · 1 · November 14 at 9:41pm via mobile

Kyle Huitt *hear
Like · Reply · November 14 at 10:01pm via mobile

View 8 more comments



Kimberly Black-Saulsberry Looks more like roasted chickens...where's the grill marks?

Like · Reply · 83 · June 19 at 6:28pm



23 Replies · June 25 at 5:16pm



DeLinda V Rogersyummmmm.....we had that last night too.....lol.... 😊

Like · Reply · 1 · June 25 at 5:11pm



Ferny Duran you can see the marks on the legs where they were tied up first lol

Like · Reply · June 25 at 4:00pm



John Sweeney Kimberly, when you grill chickens like this you don't turn the chicken over, so there won't be any grill marks on the side your viewing.

Like · Reply · 1 · June 25 at 2:32pm



Kecia Zuri Crockett looks fake almost....

Like · Reply · June 25 at 1:49pm



Debi Ennen i love grill mates !!

Like · Reply · June 25 at 1:38pm



Tom Petty nice

Like · Reply · June 25 at 1:18pm



Margaret Lynn Moore I found a recipe, with the grill mate. rub on some olive oil, and the grill mate. we have an electric grill (outside) and overnight soak some applewood chips. when ready to cook put your chicken on grill 400degrees, drain wood chips, put them in heavy duty foil. poke holes in foil, put it on grill with chicken lid on leave it alone about 2 hours. i have a george forman, sometimes cook lower temp for longer time.

Like · Reply · June 25 at 1:03pm



Write a comment...





Fans for Life!

Ronda Scheerer ▸ McCormick Spice
November 26 at 1:18pm · New Berlin, IL · 🌐

Making McCormick memories with my little helper! #PumpkinPie #GivingThanks



Like · Comment · Share · 13 🗨️ 5

Heather Leff ▸ McCormick Spice
August 12 at 8:55pm · 🌐

9year old makes up song about spice



00:49

Abby Anderson ▸ McCormick Spice
June 30 · Moorhead, MN · 🌐

McCormick Spice, I love your Garlic Salt! So much that I photographed it and wrote a poem about it on my blog this morning.

Sincerely,
Happy Customer

<http://blog.studioaphoto.net/ode-garlic-salt-june-self-portrait/>



Ode to Garlic Salt | Self Portrait Series

Lately my cooking's been wonderfully snappy thanks to a salt making my mouth so blame happy. McCormick, McCormick, you boggle my reasoning I'm starstruck (...

BLOG.STUDIOAPHOTO.NET

Like · Comment · Share · 2



Jack Demnyan I rode on the #8 streetcar and have a picture to prove it.



OLD BAY® Seasoning

Posted by Melanie J. Yanney [?] · 14 hours ago · 🌐

Baltimore friends: Did you catch our 75th anniversary commercial during The Oscars? How many of these Baltimore historical events do you remember?





Applying What We Learn



McCormick Gourmet added 13 new photos to the Side Dishes.

Give your delicious Thanksgiving dinner a spectacular twist with these new recipes. From potatoes and vegetables to stuffing and salty sides, these new recipes are perfect for making your meal shine.



GOOD

McCormick Grill Mates with Richard Roll

The perfect steak is grilled...

- A. Rare
- B. Medium Rare
- C. Medium ... See More



about 3 months ago

BETTER

McCormick Grill Mates added 9 new photos to the Hall of Flame — with De'Letta Boyd and 3 others. Send us your juiciest, meatiest grilling photos. The best ones will make it into our Grillerhood.

Don't forget to tag your photo!

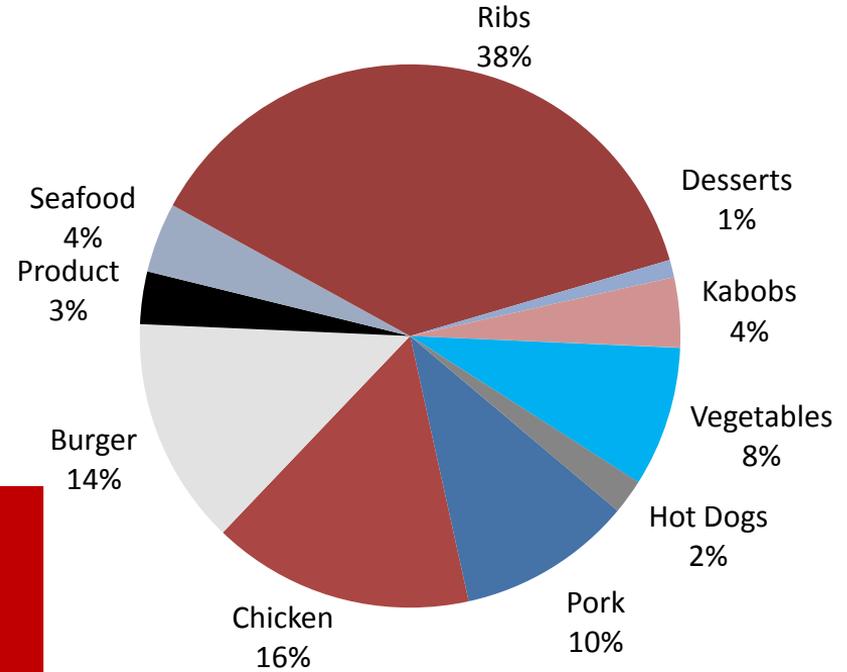


BEST

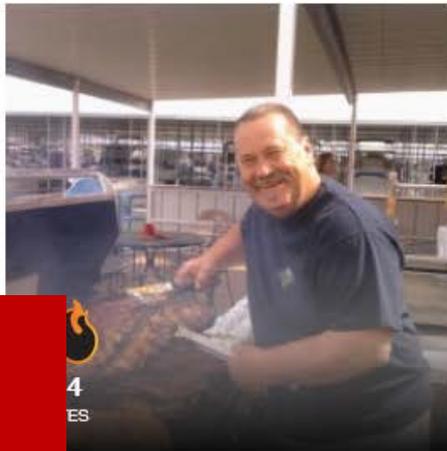
We 'test and learn' consistently.



Hall of Flame Submissions by Dish



We learn from our fans...



UGC is popular across many channels.



Thank You

Jennifer LaFrance

@jlafrance529

jennifer_lafrance@
mccormick.com

