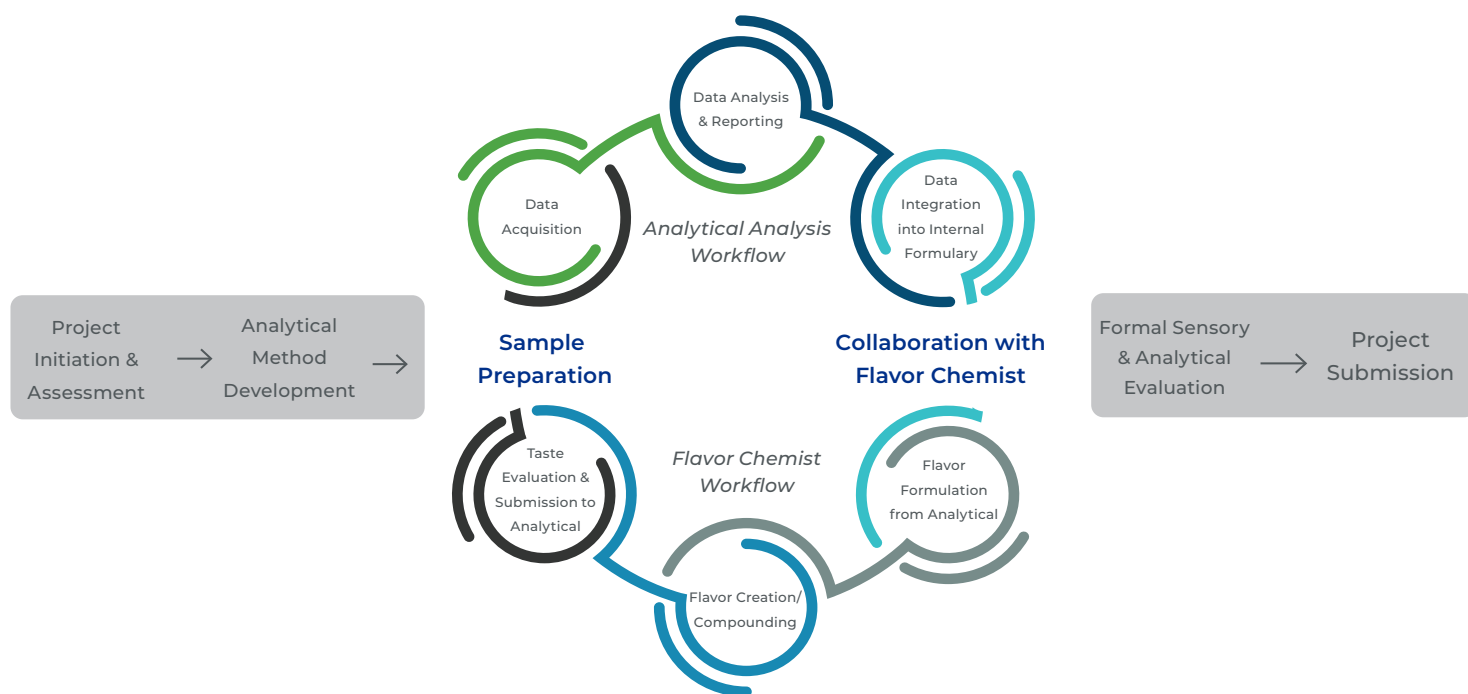




Simplifying Flavor Matching

Whether you're contending with long lead times or quality issues – challenges like these can strain your team. Our successful approach to flavor matching was developed with your challenges in mind. Let's help you deliver the right taste experience for your consumer.



1. Assessment: First, the McCormick Flavor Solutions team completes a project assessment and determines an approach tailored to your project.

2. Data Processing: Our analytical team then develops, analyzes and integrates data into internal formulation.

3. Flavor Creation: Next, McCormick Flavor Solutions' analytical and flavor creation experts collaborate to create the taste solution suited for your brand.

4. Evaluation: The evaluation process includes taste evaluation in customer base and a return to analytical for further validation.

5. Formal Sensory & Analytical Verification: Verification occurs after final adjustments are completed.

6. Project Submission: Your project is sent back to you and your team.

Rapid Results, High Confidence

McCormick Flavor Solutions' matching process is designed around rapid results that foster confidence in decision making for your team. With the help of state-of-the-art analytical equipment and processes, sensory and instrumental analysis and a dedicated team of experts, we can provide proven, proficient rapid flavor duplication to help you move forward.

Here's how you can help...

Collaboration and communication between your team and the McCormick Flavor Solutions team is key to the success of each matching project.



Provide Your Base:

Provide us your product's base to help reduce variables in the evaluation and validation of the flavor matching process.



Share Openly:

Communicate openly about your internal processes and strategies.



Successful Outcomes:

Align us with what a successful outcome means to you and your team.

***So, are you dealing with a challenge that could
use our Flavor Matching solution?***

You deserve better. At McCormick Flavor Solutions, we can do the heavy lifting. Let's Talk.



www.mccormickflavor.com