



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?

McCormick FlavorCell® encapsulation technology is specifically designed to preserve flavor fidelity throughout the manufacturing process and meet your consumers' taste expectations.

A complete, customizable package

- Controlled-release encapsulation preserves flavor during intense manufacturing and delivers flavor where, when, and how it's needed
- Embeds flavor within a protective matrix
- Performance-specific matrix composition
- Non-GMO Project Verified compliant options available

Consistent flavor impact & integrity

- Patented matrix composition designed to protect and release under specific conditions
- Improves flavor stability and volatile retention to withstand severe processing, freeze-thaw, frying and bake-cycle
- Extends flavor shelf-life for impactful delivery in finished product
- Combines with existing flavors to reduce overall usage

Deliver experiential flavor

- Potential to create multi-sensory experiences with color, taste, size, and textural effects
- Create complex, layered flavors with sequential release
- Create dynamic applications with FlavorFlip® for unique flavor changing technology

High Solubility Matrix (HSM)



Delivers quick flavor release

Proven for application in ready-to-mix beverages, tea sachets, tablets, and recipe mixes

Medium Solubility Matrix (MSM)



Withstands moderate shear and processing

Proven for application in cookies, crackers, dough, and dry bakery mixes that are 40% moisture

Proven in FlavorFlip® beverage applications

Low Solubility Matrix (LSM)



Withstands high shear and thermal processing

Proven for application in cereal, frozen dough, coatings and frozen, fried, and extruded food

Proven in FlavorFlip® beverage applications

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Tackling your next taste challenge? We're here for you.
Contact us or [click](#) to request a FREE flavor sample.