



Pure Flavour Tastes Better

We know where our
spices come from.
Do you?

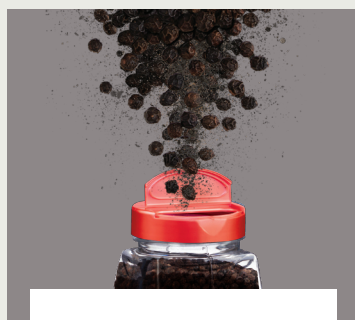


FLAVOUR IS AT THE HEART OF EVERYTHING WE DO AT McCORMICK, BECAUSE WE BELIEVE THAT YOUR CUSTOMERS DESERVE GREAT-TASTING MEALS, STARTING WITH PURE FLAVOUR. IT'S WHY WE'VE BEEN ON THE PURSUIT OF PURE FLAVOUR SINCE 1883, CONTINUOUSLY STRIVING TO PERFECT OUR SUPPLY CHAIN TO BRING PEOPLE THE HIGHEST QUALITY PRODUCTS.



PURE QUALITY

Pure flavour means meticulous care from start to finish.



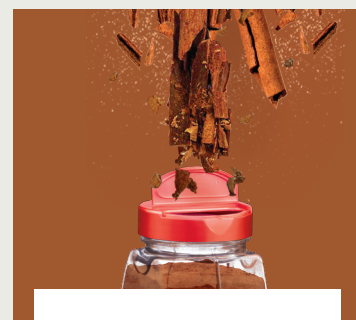
HARVESTING PURE

Pure flavour requires the best ingredients.



PURE SELECTION

Pure flavour means nothing added & impurities removed.



SOURCING PURE

Pure flavour starts with a superior source.

DISCOVER WHY THE PURSUIT OF PURE FLAVOUR MATTERS...



Oregano

Look for: Dried to preserve its green colour with large leaves, uniform blend of leaf size.

Taste and Aroma: Strong, classic "pizza" herb flavour & aroma. Robust, earthy, green, slightly medicinal, minty, and peppery.



Crushed Red Pepper

Look for: Deep and bright red colour, more red flakes than seeds.

Taste and Aroma: Consistent and preferred spicy hot flavour with a fruity chile pepper aroma.



Cinnamon

Look for: Clump-free powder, not dusty, deep brown with a hint of red.

Taste and Aroma: Strong, woody with some "red hot" cinnamon heat; strong aroma.

Learn more about our pure flavour story at:
clubhouseforchefs.ca

