

Sips & Stirs

Join us for a **1-hour presentation** where we'll dive into trends that are reshaping the world of beverage.

Choose one to two macro trends you want to explore, and spend the next hour indulging your taste buds and quenching your curiosity!

01


Treat Yourself



Uncover how throwback flavors and global desserts are transforming each sip into a flavorful journey

02

About to Glow Up



Delve into the ways beverages are adapting to meet consumers' growing interest in health and wellness

03


Brilliantly Bitter



Understand the bitter taste profiles that are gaining popularity across the U.S. and influencing beverage trends

04


Out of Office



Learn how beverages are transporting consumers on a global flavor adventure

05

Garden Party



Discover how botanicals, fruits, and vegetables plucked from gardens are inspiring the latest beverage innovations

06

Accessible Avant-Garde



Explore trends that push the boundaries—blurring the lines between food and beverage with roasted, smoky, umami, and spicy profiles

Contact your McCormick Flavor Solutions account representative to schedule a session today.

Interested in multiple listed macro trends? Multiple sessions can be scheduled!