



Raising the Bar *on taste*

How will you deliver a taste experience in snack & nutrition bars that appeals to your consumers?

Partner with us to create layered goodness with sweet and savory coatings, inclusions, and internal flavors.

Experience layers of taste expertise

- Great-tasting flavor formulation for all components of cereal and food bars
- Mastery of foundational sweet brown and vanilla flavors
- Expertise in layered flavor creation
- Development and testing aligned with your flavor evaluation process



The right flavor technology for your bar

- Elevate ingredient indulgence with creaminess and mouthfeel enhancers for chocolate, yogurt and more
- Create sequential flavor release with proprietary FlavorCell® encapsulated technology
- Meet your labeling requirements with natural flavors and seasonings

A broad portfolio that complements all bar components

- FlavorReal™, natural flavors and extracts
- Optify™, natural maskers and enhancers
- FlavorCell®, encapsulated flavor technology
- Seasonings
- Spices and herbs



To learn more, visit McCormickFlavor.com, contact your account manager, or contact:

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