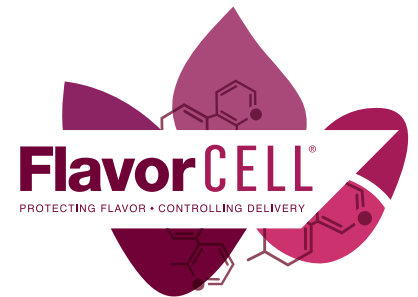




# Differentiated Technology for a Differentiated Flavor Experience

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

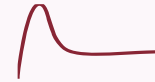
- Patented matrix composition designed to protect and release under specific conditions
- Improves flavor stability and volatile retention to withstand severe processing, freeze-thaw, frying and bake-cycle
- Extends flavor shelf-life for impactful delivery in finished product
- Combines with existing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

## A variety of matrices perfect for your product

### 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

