



PRESS RELEASE

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Americans Crave Meats and Sweets

McCormick® Sponsored Ground-breaking Study Reveals the Nation's Food Cravings

Think Americans crave ice cream and chocolate candy more than anything? According to *Crave It!™*, a new study sponsored by McCormick®, ice cream and chocolate are joined by BBQ ribs and steak on the list of foods craved by consumers. There are also differences between men and women and differences by region. Of the foods studied, right behind BBQ ribs and Steak are Potato Chips, Coffee, Chocolate and Chicken.

The data reveals that men crave steak and ribs, while women long for chocolate candy and ice cream. Regional effects show Northeasterners crave pretzels and pizza, while Southeasterners crave cheese and BBQ ribs. Midwest and Northwest cravings are for steak while Southwesterners crave tortilla chips and hamburgers.

Other findings to date from *Crave It!* sponsored by McCormick include:

- **It's all about taste.** Both men and women report taste as the number one driver of cravings. When asked what else drives their cravings, however, the answers diverge. Men report that it's aroma, and women say texture.
- **More flavor, more cravings.** Adding flavors can increase cravings, especially for meats. Hickory-smoked, mesquite-smoked, spicy-coating, or a flavorful sauce, all increased cravings for these foods.
- There appears to be three segmented groups of cravers named *the Classics*, *the Imaginers* and *the Elaborates*. These groups are explained by the following:
 - **One with everything, please!** Toppings can increase cravings for the *Elaborates*: "Ice cream with lots of whipped cream, syrup, nuts and cherry," "Pizza with four meats and four cheeses," "Tortilla Chips with all the flavors and sides you want," all scored substantially higher than the plain food.

- **Tell me about it.** How food is described increases the craving for the *Imaginers*. Descriptors such as juicy, grilled, succulent, slow-simmered, glistening, plump, thick-cut, crunchy, meaty, fresh, big, soft, heavy, and dense all increased the craving.
- **Simple, authentic and natural are craving drivers for the Classics.** “Real ice cream made with ingredients like milk, cream, sugar and natural flavors” drive craving for this group.

McCormick sponsored the Crave It!TM study to further understand consumer food and flavor cravings. The study, conducted by Moskowitz Jacobs Inc. and The Understanding & Insight Group, was completed in September 2001. The study investigated consumer cravings for many different foods. More than 4000 people participated in the Crave It!TM study which used IdeaMap[®] .net technology, a Web-based market research tool awarded the prestigious Esomar Congress 2001 Award for best methodological paper.

McCormick Flavor, a unit of McCormick & Co., Inc., produces a complete line of flavor systems including flavors, seasonings, sauces, condiments, spices & herbs, vanilla and coating systems for the food and beverage industry.

Moskowitz Jacobs Inc. is a market research company, specializing in early stage development of concepts, products, and packages and is owned by consumer insight researcher, Dr. Howard Moskowitz. The Understanding & Insight Group, Inc. is a business, strategy and product development firm that provides deep understanding of products, services, and consumers via in-context, iterative research. The U&I group is owned by consumer understanding specialist, Jacqueline Beckley.

For more information on Crave It!TM please contact Howard Moskowitz at Moskowitz Jacobs Inc., 914-421-7400 or your McCormick Account Manager.

Visit us at www.mccormickflavor.com

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