

# **‘PASSION’ FOR FLAVOUR**

McCormick World of Flavors showcases this global icon’s product portfolio via interactive ‘stations’ and a barbecue ‘zone’.

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**M**cCormick, a global leader in manufacturing cooking, baking and grilling products, wanted to provide an opportunity for its consumers to ‘try’ its product range. And, as part of that strategy opened its first retail ‘destination’ - McCormick World of Flavors at Baltimore, USA.

This store layout includes a series of zones and highlights the products in different categories, while at the centre is a ‘flavor band’ and a digital screen, that offers an insight on the history of this brand and its products. In addition, the ‘Barbecue Zone’ also provides suitable avenues to showcase products.

Apart from that, cooking demonstrations by in-house and celebrity chefs, as well as product sampling have also proved to be popular. Also, ‘interactive

stations’ including ‘Guess that Spice’ - a game that tests consumers sense of smell, while ‘Flavorprint’ - a personalised flavour profile helps to ensure regular footfalls.

**STORE  
‘PERSONALITY’**

Size: **3,800 sq ft**

Design: **JGA**

Fixtures and furniture:  
**EEl Global and Blue  
Genie Art**



“An exciting way to connect with our consumers.”

**Alan Wilson,**  
Chairman and CEO,  
McCormick



