



# SPICE ADVICE

THESE NEW AND ROBUST SPICE BLENDS TURN UP THE HEAT IN INTERNATIONAL DINING

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Everything's going global, and the food industry is no exception. We've seen growth in the market's demand for international flavors for the past years. This development in consumer preference resulted from a more flexible food trade as well as easier access to information regarding food trends, so as much as the appreciation for local cuisine continues to boom, concepts for restaurants that house international cuisine are flourishing as well.

With restaurants pushed to satisfy the demands of consumers with a taste for international flavors, the question of authenticity rises: Which flavors are authentic? What factors should be considered when evaluating the promise of an international dining experience?

To keep up with this demand for originality, McCormick Culinary continues to produce the finest herbs, spices, and seasonings that ensure an innovative dining experience for the gourmand. The brand boasts a new and reliable portfolio of seasoning blends that will help kitchen professionals level up their service standards—a step that will help them execute well a variety of concepts in the culinary industry, most especially international cuisine.

To help restaurants win the battle of balancing quantity and quality, McCormick sources from reputable suppliers to make sure that excellent blends are delivered to every kitchen.

A perfect combination of roasted coriander, black pepper, cumin, cardamom, and cinnamon, McCormick's Garam Masala perfects recipes for kebabs, rice, and bread. It injects a distinct Indian flavor of warmth and

sweetness to courses such as Chicken Tikka Masala, a Punjabi dish known for being able to take on numerous improvisations.

The blends are meticulously patterned from authentic recipes from their countries of origin to ensure quality flavors. For instance, McCormick's Jerk Seasoning pays homage to its Jamaican roots. With hints of tanginess and pungency, it exudes a smoky flair for a recipe of Jerk Chicken. McCormick's Cajun Seasoning, on the other hand, is a mild take on its core cayenne flavor notes. It is less spicy, making it a perfect addition to a plate of Dirty Rice. The right amount of spice adds to the depth of the dish, which can be taken as a standalone meal or a pair for your viands.

Finally, the brand also offers its versions of Mexican and Greek Seasonings. Made to add dimensions to Tex-Mex dishes like Chicken Fajitas and Greek kebabs like Souvlaki, these seasoning blends complement recreations of meat dishes served in tortilla wraps and skewers. McCormick's take on these spices can help tastemakers keep the flavors consistent for their specialty dishes.

Maintaining and possibly expanding food businesses in an international scale do not require business know-how alone. The financial and manpower capacity must be effectively partnered with quality food and dining experience to reach a larger market.

For more varieties of seasoning blends and other McCormick Culinary products, visit [www.mccormickculinary.com.ph](http://www.mccormickculinary.com.ph). Use the hashtag #MasterTheFlavor for social media posting to engage with our online community.