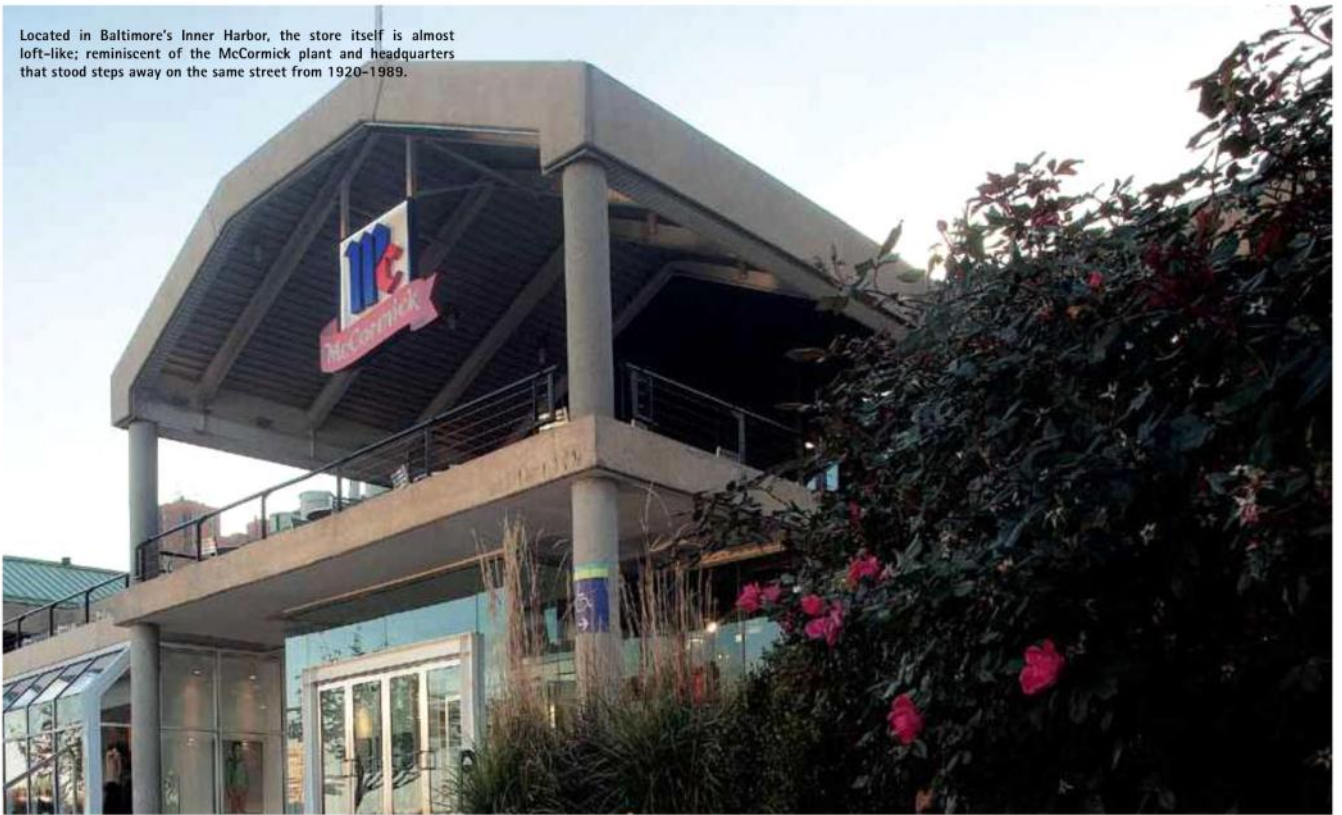


Located in Baltimore's Inner Harbor, the store itself is almost loft-like; reminiscent of the McCormick plant and headquarters that stood steps away on the same street from 1920-1989.



Signature identity elements begin at the store exterior, with the McCormick brand block on the outside of the store, extending into the center with a "flavor band" and Duratrans signage offering a glimpse into the activities within

INTERNATIONAL DESIGN

World of Flavours

Creating the ultimate food connection with its customers, global leader in flavour McCormick & Co recently unveiled its first retail outlet, McCormick World of Flavours, in Baltimore. Designed by JGA, the store offers McCormick's range of products with areas focusing on cooking, baking and grilling, while transforming itself as an interactive platform where food lovers watch their favourite flavours come alive.

Started in 1889, McCormick today is a global leader in the manufacture, marketing and distribution of spices, herbs, seasonings, specialty foods and flavors to the entire food industry - from retail outlets and food manufacturers to food service businesses.

The company recently launched its first retail outlet, McCormick World of Flavors, which houses flavorful gifts, spices, seasoning mixes, condiments and other flavorful products including international products and exclusive store-branded flavourful goods; gift items and culinary accessories.

Spread over 3,800 sq. ft., the store allows visitors to interact with many of their favourite brands from around the world like Lawry's, Old Bay, Zatarain's, Grill Mates, Vahiné and Thai Kitchen, while showcasing how McCormick brings flavor to their lives every day.

Designed by JGA, the objective of the retail space was to create an experiential brand showcase featuring McCormick global

leadership in flavor through three platforms: cooking, baking and grilling.

According to the design firm, McCormick has been working to change its image in the marketplace from that of a "spice" company to a "flavor" company. McCormick World of Flavors has been an integral part of this rebranding initiative, offering consumers the opportunity to interact with their favourite McCormick brands from around the world, while immersing them in a highly experiential and one of a kind branded environment.

Located in Baltimore's Inner Harbor, the store itself is almost loft-like; reminiscent of the McCormick plant and headquarters that stood steps away on the same street from 1920-1989. According to the design firm, it was important for the brand to have this serve not only as a corporate brand showcase, but to further identify with their roots in Baltimore, the Harbor, and this location.

Signature identity elements begin at the store exterior, with the McCormick brand block on

the outside of the store, extending into the center with a "flavor band" and Duratrans signage offering a glimpse into the activities within.

The store is organized by a series of zones focusing on branding in key product categories and activity areas. Guests enjoy interactive and educational displays, cooking demonstrations and product sampling, in essence, bringing the brands to life. Interactive Stations include five immersive digital engagements, featuring Guess that Spice, a game that tests your sense of smell, flavorprint, an interactive personalized flavor profile, and Flavors in the Making, a series of entertaining videos on how spices and herbs go from nature to table.

According to JGA, the interactive have received remarkable engagement, with a 75% participation rate compared to an average rate of about 25% seen by most other store interactive installations. Since its opening, the store has lines of customer's everyday waiting for their turn play. The 'Guess That Spice' Installation won a 2012 DSA Crown Award, where one of the judges was even quoted stating that the element was, "Probably one of the most engaging experiences I have ever seen. Coming from a cooking background, this is a game winner."

Tapping into their brands' unique legacy, the space allows real world cooking experiences with "fantasy" scenarios, such as a dream barbecue station and an area for cooking demonstrations and sampling, giving the



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The store allows visitors to interact with many of their favorite brands from around the world, while showcasing how McCormick brings flavor to their lives every day



In its loft-like appeal, polished concrete floors and open ceilings use the "bones" of the building as a background element, contrasting with the wood tabletops made from recycled, reclaimed wood

since that the kitchen is the heart of the walk-in experience. Cooking demonstrations and product sampling, allow visitors to experience first-hand the variety of flavors available at this unique retail destination. The Barbecue area becomes the dream backyard set up featuring the McCormick Grill Mates brand. Natural light around this area gives the space an "outdoor" feel. Experiential moments are showcased in vignettes, including the "red cap" alcove and the "gifting" history wall.

The store's interiors have culinary inspired finishes, which include the use of stainless steel, aluminium, marble. The design firm explains that these materials provide a progressive and contemporary appearance, giving the space the feel of a 'test lab' and 'kitchen of the future.' In its loft-like appeal, polished concrete floors and open ceilings use the "bones" of the building as a background element, contrasting with the wood table tops made from recycled, reclaimed wood. In the demo kitchen, a unique marble top and red tile facade sets off the area. The store primarily uses 39 watt metal halide track mounted point source lighting to allow directed changeable focus on merchandise display. There are 70 watt metal halide high bay lights used as fill lighting for general purposes. Some walls are illuminated using 32 watt 4' fluorescent strips as accent lighting.

Since its launch, the space has received extremely positive feedback from customers. According to the brand, guests have enjoyed the ability to reconnect with a brand that has such historic roots in the town. The company does not have immediate plans to expand this retail concept into additional locations. According to McCormick & Co, the experience's focus was in creating a corporate showcase to increase exposure to McCormick's large umbrella of brands and to connect with consumers. The store's

location is just steps away from the original McCormick Plant and Headquarters, which was an iconic element of the Inner Harbor area, so connecting visitors and residents to the brand's roots within the city, was also an important aspect of this initiative ●

Chanda Kumar

Client Team

Lori Robinson – VP, Corporate Branding & Communications
Kathleen Haley – Director Corporate Branding & Communication

Retail Consultants

Bentz-Papson Associates
Brand Theater LLC
Frank Dinunzi
John Arlotta

Design & Architecture

JGA

JGA Design Team

Ken Nisch – Chairman, Project Principal
Mike McCahill – Project Manager
Jeff Clark – Senior Designer

General Contractor

Builder Guru Contracting, Inc.

Mechanical & Electrical Engineering

Tess Engineering

Lighting Designers

Lighting Management
John Brocken

Lighting Manufacturers

Amerlux, Spectrum, Mercury, Tech Lighting, Con-Tech

Fixtures/Millwork

EEL Global

Interactive Exhibits

5th Screen Digital Services

Specialty/Theatrical Fixtures

Blue Genie Art

Signage

Triangle Sign, Co.

Laminates

Wilsonart

VM:ID DEC 2012-JAN 2013



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