

**RISE: ACCORDING TO TREND EXPERTS, A DELICIOUS FLAVOR MOVEMENT IS IN THE WORKS. I'M RISE JILL MILLER.**

**NOW, FOOD LOVERS VALUE REAL, FOCUSED FLAVORS OVER FLASHY PRESENTATIONS. AND, THE MCCORMICK FLAVOR FORECAST 2012 IDENTIFIES THIS TREND.**

**CHEF MARK GARCIA.**

**MARK: COOKS ARE CELEBRATING QUALITY INGREDIENTS WITH STRAIGHTFORWARD PREPARATIONS, GUIDED BY THE MOTTO THAT THE MOST MEMORABLE FOOD IS OFTEN THE SIMPLEST. AND, IN THIS CASE, "SIMPLICITY" ISN'T JUST ABOUT QUICK AND EASY. IT'S ABOUT A CLARITY OF FLAVORS THAT REMINDS US WHAT "REAL" FOOD TASTES LIKE.**

**RISE: HOW DO YOU SEE THIS TREND COMING TO LIFE AT HOME?**

**MARK: HOME COOKS CAN GET A TASTE OF THIS TREND WITH SIMPLE FLAVOR PAIRINGS, LIKE VANILLA WITH BUTTER. TOGETHER, THESE BACK-TO-BASICS INGREDIENTS HAVE THE POWER TO LIFTEVERYDAY MEALS IN A WAY THAT'S ANYTHING BUT BASIC. ESSENTIAL IN BAKED GOODS, THESE FLAVORS ARE COMING TO THE FOREFRONT IN SAVORY RECIPES, TOO – LIKE VANILLA-BUTTER SHRIMP ROLLS.**

**RISE: FOR MORE FOOD TRENDS AND RECIPES, VISIT FLAVOR FORECAST DOT COM.**