



# Join our Menu Mention Program!

Earn cash by mentioning the McCormick For Chefs® brands your patrons love.



**72%** of patrons are more likely to try a menu item if it features a familiar brand.

Technomic Flavor Consumer Trend Report, 2019

Between January – December 2023, operators are eligible to earn up to \$150 per unit by mentioning McCormick For Chefs products on their menu!

- Earn \$75 per unit for brand/product callouts (table tents, digital POS, signage, etc.)
- Earn \$150 per unit for adding a brand/product callout to your menu (print or web)

**Contact your McCormick sales representative for more details.**