

TABITHA BROWN PARTNERS WITH MCCORMICK® TO RELEASE AN EXCLUSIVE NEW SEASONING JUST IN TIME FOR SUMMER 2021

Actress, Vegan Foodie and America's Mom, Tabitha Brown announces brand partnership with McCormick through release of Sunshine All Purpose Seasoning, a co-developed, limited-edition blend.

HUNT VALLEY, Md., July 8, 2021 /PRNewswire/ -- While introducing millions to the versatility of vegan dishes through her highly engaging social media content, Tabitha Brown has realized a dream – the release of her very own seasoning blend, in partnership with the McCormick® Brand. **McCormick Sunshine All Purpose Seasoning** is a salt-free, Caribbean-influenced, bright, warm blend, inspired by Tabitha's joyful personality and recipes. It will be available for purchase, while supplies last, beginning July 8th, exclusively on mccormick.com (\$14.95/2-pack).

"Sunshine for me is about spreading positivity. I always say, 'Have a good day and if you can't, don't you dare go messing up nobody else's.' This seasoning is all about bringing that radiance and positive energy into your kitchen," said Tabitha Brown. "You can use the Sunshine All Purpose Seasoning on any dishes you have planned this summer, whether it's for heading out to a BBQ or cooking at home because that's your business."

In a [video](#) posted on her Instagram, Tabitha announced her partnership with McCormick and gave followers a first look at the brand-new seasoning, which she was hands-on in developing alongside the McCormick flavor scientists. *Sunshine All Purpose Seasoning* includes garlic, Tabitha's favorite, along with traditional Caribbean herbs and spices - ginger, thyme, turmeric, and allspice - plus mango and pineapple powders. Along with the new product, Tabitha will serve as a McCormick spokeswoman, incorporating the brand's portfolio of spices, herbs, seasonings, and condiments throughout her cooking content, while sharing recipes, tips, and tricks.

"We're thrilled to expand our relationship with Tabitha. She brought such comfort and encouragement to our *McCormick Live* Facebook series last year, helping to reassure many who were using their kitchens more than ever before," said Alia Kemet, Vice President of Digital and Creative for McCormick. "Tabitha's genuine and fun approach to cooking the way *you* want, while also educating her audience about plant-based alternatives, embodies our belief that whatever you make with McCormick spices, it's gonna be great."

For *Sunshine All Purpose Seasoning* recipe ideas and inspiration visit www.mccormick.com, [Instagram](#), [Facebook](#), [Pinterest](#), and [TikTok](#). Recipes and photos may be republished with credit to McCormick® unless otherwise indicated.

Media Note: Please click [here](#) for high-resolution videos, recipe and product images of **McCormick® Sunshine All Purpose Seasoning by Tabitha Brown**.

About McCormick:

McCormick & Company, Incorporated is a global leader in flavor. As a Fortune 500 company with over \$5 billion in annual sales across 160 countries and territories, we manufacture, market and distribute spices, seasoning mixes, condiments and other flavorful products to the entire food industry including e-commerce channels, grocery, food manufacturers and foodservice businesses. Our most popular brands include McCormick, French's, Frank's RedHot, Stubb's, OLD BAY, Lawry's, Zatarain's, Ducros, Vahiné, Cholula, Schwartz, Kamis, DaQiao, Club House, Aeroplane and Gourmet Garden. Every day, no matter where or what you eat or drink, you can enjoy food flavored by McCormick.

Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is guided by our principles and committed to our Purpose – To Stand Together for the Future of Flavor. McCormick envisions A World United by Flavor where healthy, sustainable, and delicious go hand in hand. To learn more, visit www.mccormickcorporation.com or follow McCormick & Company on Twitter, Instagram and LinkedIn.


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