

LAWRY'S® DEBUTS FOUR BOLD NEW SEASONING BLENDS

Combining versatility and quality, each new blend is packed with flavor.

HUNT VALLEY, MD, August 21, 2024 – Lawry's®, the family-favorite brand known for its signature Seasoned Salt, is expanding its offerings with four new products: *Jerk Seasoning*, *Seasoned Cajun*, *Salt & Pepper Vinegar*, and *Hot Garlic Parmesan*. Available at retailers nationwide and [Shop.McCormick.com](https://www.shop.mccormick.com), the new flavors give Lawry's lovers even more options for cooking everyday meals.

"Lawry's consumers are seeking a wider variety of bold flavors that have the flexibility to be used on all kinds of foods, from proteins and vegetables to sides and mains," said Giovanna DiLegge, North America Vice President of Marketing at McCormick & Company, Inc. "These new Lawry's flavors introduce even more ways for consumers to make dishes their own."

The new Lawry's Seasoning Blends deliver the flavor and high-quality ingredients fans expect, and are perfect for chicken, seafood, potatoes, vegetables, and more with no MSG added.

- **Jerk Seasoning:** Add the spicy taste of the islands to your cooking with this robust blend of herbs & spices, including red pepper, thyme, and allspice.
- **Seasoned Cajun Seasoning:** A spicy kick to everything on your plate, this blend of boldly flavored spices includes paprika and red pepper along with garlic, sea salt and onion.
- **Salt & Pepper Vinegar Artificially Flavored Seasoning:** This craveable blend of salt, black pepper, and vinegar will take meals and snacks to the next level.
- **Hot Garlic Parmesan Seasoning:** This savory blend of garlic, Parmesan cheese and spices like paprika deliver a little heat, some garlicky flavor, and a sprinkle of cheese to make dinnertime extra with minimal effort.

Accompanying the new products, the ultimate Lawry's lover will also notice a slightly different logo on shelves. For its 65th anniversary, the original version of the award-winning "Fanciful L" logo created by world-renowned designer Saul Bass will make a historic return to the Lawry's label.

For recipes and more information, visit [Lawrys.com](https://www.lawrys.com) and follow the brand on [Instagram](https://www.instagram.com/lawrys), [Facebook](https://www.facebook.com/lawrys), and [TikTok](https://www.tiktok.com/lawrys).

###

Media Note: To download high-resolution images, please click [here](#). Photos may be republished with credit to Lawry's® unless otherwise indicated.

About Lawry's

Founded in 1938, Lawry's Seasoned Salt revolutionized the art of flavoring and now is an iconic staple in both restaurants and kitchens across America. Today, Lawry's has grown beyond its roots as a Classic Seasoned Salt Company by creating an innovative line of quick and easy seasonings, marinades and spices.

Lawry's is one of McCormick & Company's (MKC) brands. McCormick is a global leader in flavor. With over \$6.5 billion in annual sales across 150 countries and territories, we manufacture, market, and distribute herbs, spices, seasonings, condiments and flavors to the entire food and beverage industry including retailers, food manufacturers and foodservice businesses. 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 Instagram and LinkedIn.


Media Contacts

Claude Davis

McCormick & Co., Inc.

(504) 352-1524

Claude_Davis@mccormick.com

Additional assets available online:  [PHOTOS \(1\)](#)

<https://stage.mediaroom.com/mccormick/2024-08-21-Lawrys-New-Products-Launch>