

# MCCORMICK® LAUNCHES 'SUNDAY RESET' SWEEPSTAKES WITH INSTACART TO HELP WITH WEEKLY MEAL PREP

HUNT VALLEY, Md., Oct. 2, 2025 /PRNewswire/ -- The McCormick brand has partnered with Instacart to launch the [Sunday Reset Sweepstakes](#), a chance for consumers to win one of 100 Instacart gift cards worth \$300 USD each, the budget for an average week of groceries for a family\*. Plus, prizes include McCormick spices in a custom box, curated to craft a week of craveable, easy-to-prepare, and budget-friendly meals.

The sweeps draw inspiration from the popular social media trend, the "Sunday Reset," designed to combat the 'Sunday Scaries.' This means dedicating Sundays to self-care, organization, and preparation for the week ahead, including planning meals and grocery shopping. Compared to the average weekday, Sundays have delivered a meaningful lift in sales on Instacart for McCormick within Extracts, Herbs, Spices and Seasonings.\*\*This trend underscores how shoppers turn to McCormick at the start of week as they stock their baskets with essentials and meal-prep solutions to make flavorful meals easier and more enjoyable.

Winners can use their Instacart gift cards to add fresh ingredients automatically to their carts to create the family-friendly recipes curated by McCormick. Recipes include a [Chipotle Chicken Burrito Bowl](#), a [High Protein Pasta Bake](#), a [Pepper Steak Stir-Fry](#), a [Rotisserie Chicken Noodle Soup](#), and a [Taco Turkey Skillet](#). Each recipe corresponds with the flavorful McCormick spices provided to winners.

Participants can enter the sweepstakes from September 25, 2025 to October 12, 2025. The *Sunday Reset Sweepstakes* are open to legal residents of the 50 U.S. states and Washington, D.C., aged 18 or older. No purchase is necessary to enter. Apply and see full details, including official rules, available [here](#).

Instacart is available to over 98% of households in the U.S. The grocery technology company partners with more than 1,800 national, regional and local retail banners, including unique brand names, to deliver from nearly 100,000 stores across approximately 15,000 cities in all 50 U.S. states.

Sources:

\*[Official USDA Food Plans: Cost of Food at Home at Three Levels, U.S. Average June 2025](#)

\*\*McCormick Daily Sales Data on Instacart for EHSS Category, Jan-May 31, 2025

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 US/DC, 18 years of age and older. Void where prohibited by law. Sweepstakes starts at 12:00 p.m. ET on 9/25/25 and ends at 11:59:59 p.m. ET on 10/12/25. Total ARV of all 100 prizes: \$34,000. Subject to Official Rules, including how to enter, prize details, odds, and restrictions, click [here](#). Sponsor: Maplebear Inc. d/b/a Instacart, 50 Beale St #600, San Francisco, CA 94105.

## About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With over \$6.7 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. 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.


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](http://www.mccormickcorporation.com) or follow McCormick & Company on Instagram and LinkedIn.

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