MCCORMICK.COM REDESIGN 2008

PROPOSED WIREFRAMES :: V4.0

studiocom

Last Updated: 7/24/2008 11:37 AM

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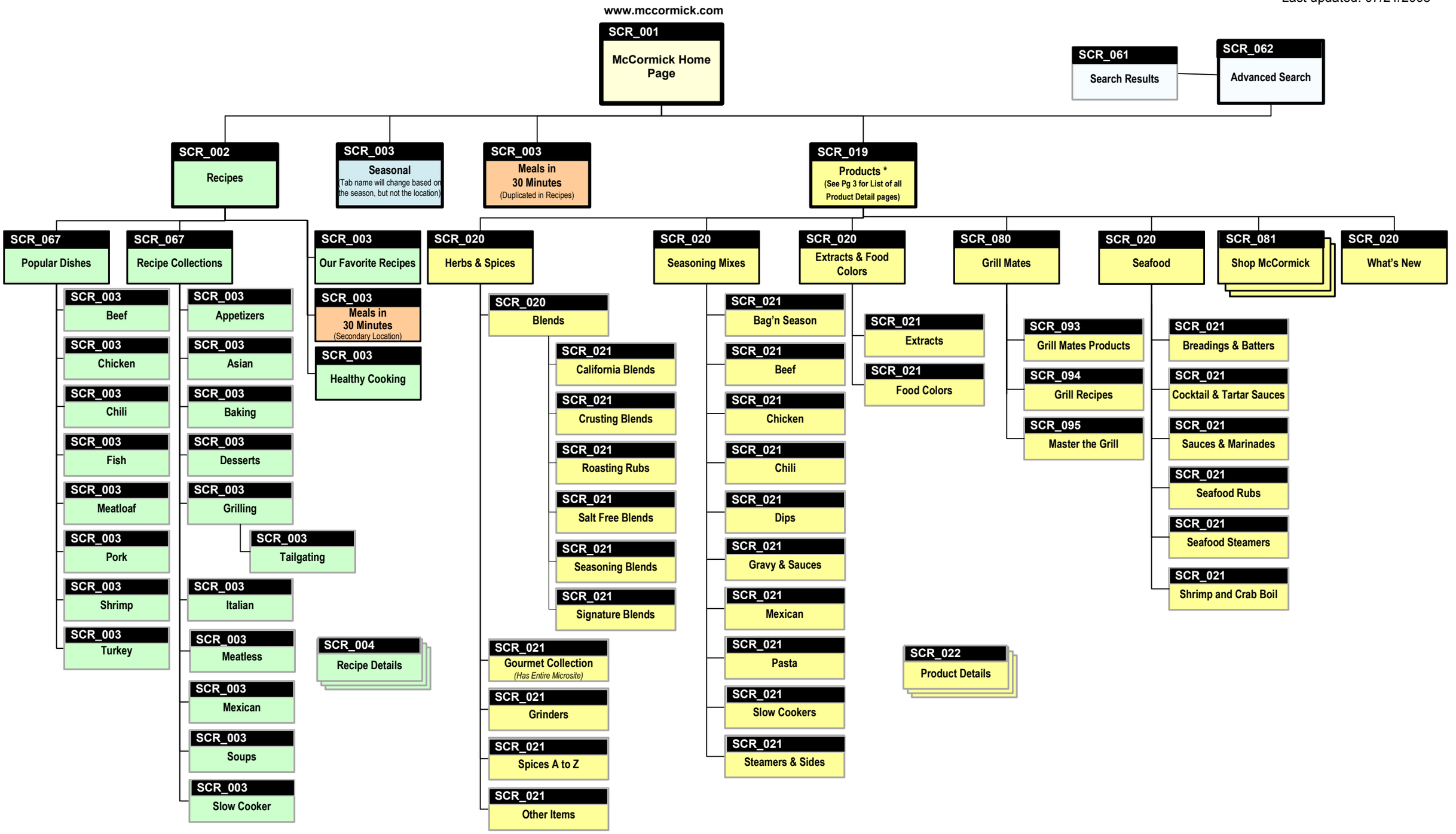
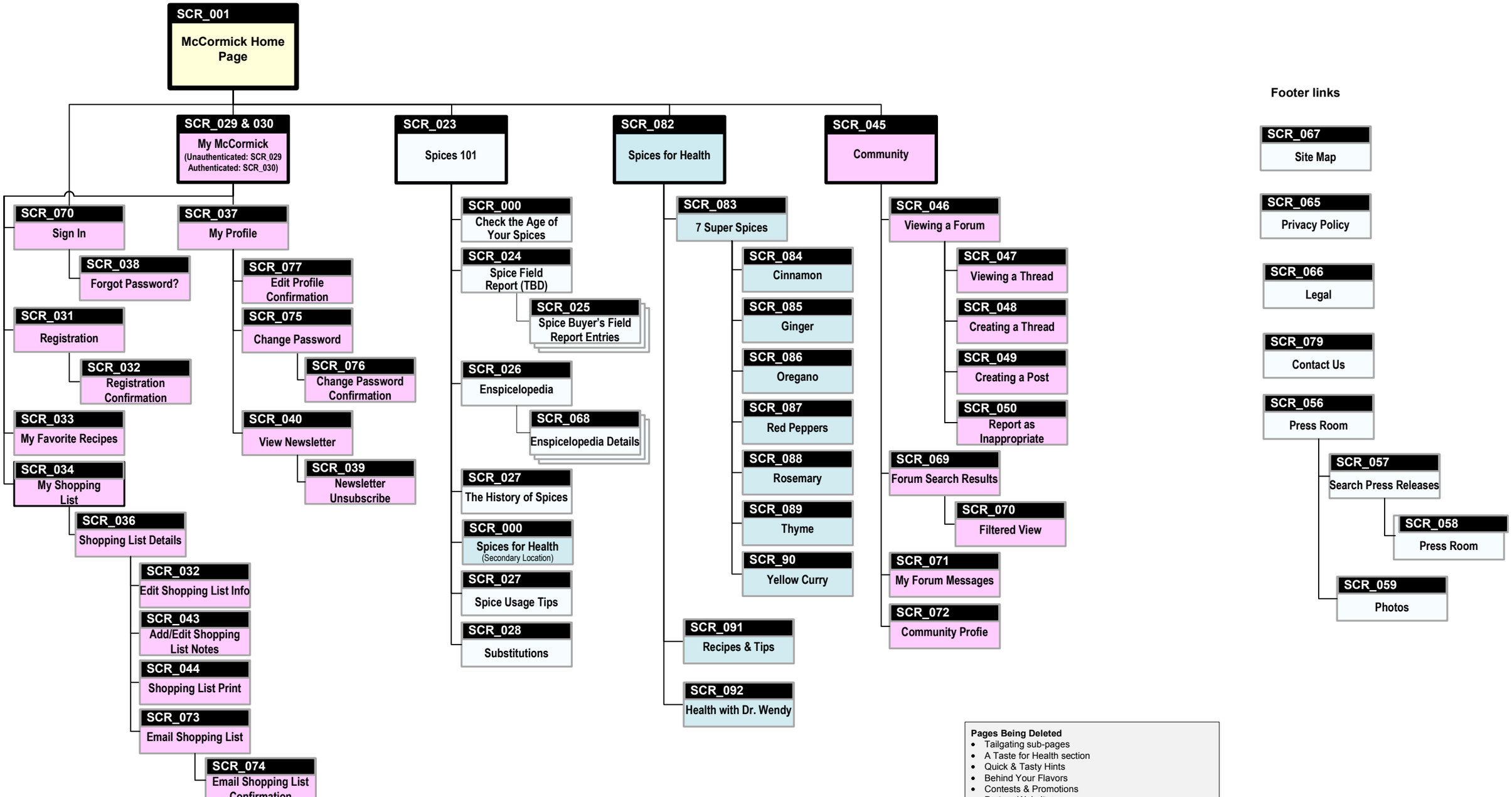
McCormick.com Proposed Site Map

PROPOSED MAIN NAVIGATION
Last updated: 07/21/2008



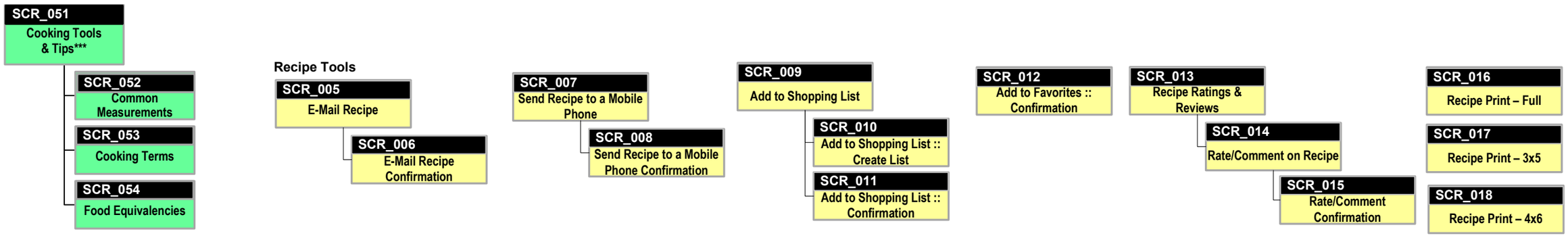
McCormick.com Proposed Site Map

PROPOSED ANCILLARY NAVIGATION
Last updated: 07/21/2008



Pages Being Deleted

- Tailgating sub-pages
- A Taste for Health section
- Quick & Tasty Hints
- Behind Your Flavors
- Contests & Promotions
- Partner Websites
- Newsletter Archives
- Spice Buyers' Scrapbook
- Buy a Spice Rack (Merge with Shop McCormick)
- McCormick Cookbook (Merge with Shop McCormick)


SCR_051
Cooking Tools & Tips***
SCR_052
Common Measurements
SCR_053
Cooking Terms
SCR_054
Food Equivalencies
Recipe Tools
SCR_005
E-Mail Recipe
SCR_006
E-Mail Recipe Confirmation
SCR_007
Send Recipe to a Mobile Phone
SCR_008
Send Recipe to a Mobile Phone Confirmation
SCR_009
Add to Shopping List
SCR_010
Add to Shopping List :: Create List
SCR_011
Add to Shopping List :: Confirmation
SCR_012
Add to Favorites :: Confirmation
SCR_013
Recipe Ratings & Reviews
SCR_014
Rate/Comment on Recipe
SCR_015
Rate/Comment Confirmation
SCR_016
Recipe Print – Full
SCR_017
Recipe Print – 3x5
SCR_018
Recipe Print – 4x6

Herbs & Spices

Blends

California Blends
California Style Crushed Garlic made from Fresh Garlic
California Style Garlic Pepper with Red Bell and Black Pepper
California Style Garlic Powder with Parsley
California Style Garlic Salt with Parsley
California Style Lemon Pepper with Garlic & Onion
California Style Minced Garlic made from Fresh Garlic
California Style Minced Onion
California Style Onion Powder

Crusting Blends
Italian Herb & Cheese Crusting Blend
French Onion, Pepper & Herb Crusting Blend
Garlic, Lemon & Rosemary Crusting Blend

Roasting Rubs
Cracked Peppercorn Herb Roasting Rub
French Herb Roasting Rub
Savory Herb Roasting Rub
Turkey Rub

Salt Free Blends
Salt Free All-Purpose Seasoning
Salt Free Garlic & Herb Seasoning
Salt Free It's A Dilly® Seasoning
Salt Free Lemon & Pepper Seasoning
Salt Free Spicy Seasoning

Seasoning Blends
Broiled Steak Seasoning
Cajun Seasoning Caribbean
Jerk Seasoning
Celery Salt
Chili with Lime Seasoning (Chile con Limón)
Fajita Seasoning
Garlic Pepper Blend
Garlic Season-All® Seasoned Salt
Lemon & Herb Seasoning
Lemon & Pepper Seasoning Salt
Original Chicken Seasoning
Pepper Season-All® Seasoned Salt
Rotisserie Chicken Seasoning
Salad Supreme® Seasoning
Season-All® Seasoned Salt
Season-All® Seasoned Salt, 25% Less Sodium
Seasoned Pepper Blend
Spicy Season-All®
Vegetable Supreme® Seasoning

Signature Blends
Basil & Garlic
Garlic Herb
Herb Garden Seasoning Blend
Italian Pepper & Onion Seasoning Blend
Parmesan Herb
Roasted Garlic & Bell Pepper
Smokey Sweet Seasoning Blend

Grinders

Black Peppercorn
Cinnamon Sugar
Garlic Pepper Seasoning
Italian Herb Seasoning
Peppercorn Medley
Sea Salt
Sea Salt, Garlic
Steakhouse Seasoning

Spices A to Z

Allspice, Ground
Allspice, Whole
Alum
Anise Seed
Apple Pie Spice
Basil Leaves
Bay Leaves
Black Pepper, Coarse Ground
Black Pepper, Ground
Black Pepper, Smokehouse Ground
Black Pepper, Worcestershire Ground Blend
Black Peppercorns, Whole
Caraway Seed
Celery Flakes
Celery Seed
Chili Powder
Chili Powder, Hot Mexican-Style
Chives
Cilantro Leaves
Cinnamon Sticks
Cinnamon Sugar
Cinnamon, Ground
Cloves, Ground
Cloves, Whole
Cream of Tartar
Cumin Seed
Cumin, Ground
Curry Powder
Dill Seed
Dill Weed
Fennel Seed
Garlic & Italian Herb
Garlic Bread Sprinkle
Garlic Powder
Garlic Salt
Garlic with Extra Virgin Olive Oil
Garlic, Minced
Garlic, Roasted Blend
Garlic, Sliced
Ginger, Ground
Hot Shot!® Black & Red Pepper Blend
Italian Seasoning
Italian Tabletop Spices
Mace, Ground
Marjoram Leaves
Marjoram, Ground
Mixed Pickling Spice
Mustard Seed
Mustard, Ground
Nutmeg, Ground
Onion Powder
Onion Salt
Onions, Chopped
Onions, Minced
Oregano (Orégano Entero), Whole Mexican
Oregano Leaves
Oregano, Ground
Paprika
Parsley Flakes
Poppy Seed
Poultry Seasoning
Pumpkin Pie Spice
Red Pepper, Crushed
Red Pepper, Ground
Rosemary Leaves
Rubbed Sage
Sage Leaves
Sage, Ground
Sesame Seed
Tarragon Leaves
Thyme Leaves
Thyme, Ground
Traditional Tabletop Spices
Turmeric, Ground
White Pepper, Ground

Other Items

Bac'n Pieces™ Bacon Flavored Bits
Bac'n Pieces™ Bacon Flavored Chips
Flavor Enhancer
Meat Tenderizer Seasoned
Meat Tenderizer Unseasoned
Salad Toppins™
Salad Toppins™ Garden Vegetable
Tea

Seasoning MixesHerbs & Spices

Bag'n Season

Bag 'n Season® Beef Stew
Bag 'n Season® Chicken
Bag 'n Season® Country Style Chicken
Bag 'n Season® Herb Roasted Pork Tenderloin
Bag 'n Season® Meat Loaf
Bag 'n Season® Pork Chops
Bag 'n Season® Pot Roast
Bag 'n Season® Swiss Steak

Beef

Beef Stew Seasoning Mix
Beef Stroganoff Sauce Mix
Meat Loaf Seasoning Mix
Meat Marinade Seasoning Mix
Sloppy Joes Seasoning Mix
Swedish Meatballs Seasoning & Sauce Mix

Chicken

Garlic & Herb Buffalo Wings Seasoning Mix
Hickory BBQ Buffalo Wings Seasoning Mix
Homestyle Chicken & Mushroom One Dish Casserole Seasoning Mix
Honey BBQ Chicken Glaze Seasoning Mix
Honey Mustard Chicken Glaze Seasoning Mix
Original Buffalo Wings Seasoning Mix
Salsa Chicken & Rice One Dish Casserole Seasoning Mix
Season 'n Fry Seasoned Coating Mix

Chili

Chili Seasoning Mix
Chili Seasoning Mix, 30% Less Sodium
Chili Seasoning Mix, Hot
Chili Seasoning Mix, Mild
Tex-Mex Chili Seasoning Mix
White Chicken Chili Seasoning Mix

Dips

French Onion Dip Mix
Ranch Dip Mix
Spinach Dip Mix
Vegetable Dip Mix

Gravy & Sauces

Au Jus Gravy Mix
Béarnaise Sauce Blend
Brown Gravy Mix
30% Less Sodium Brown Gravy Mix
Chicken Gravy Mix
Cracked Peppercorn Gravy Mix for Steak
Herb Gravy Mix for Beef
Hollandaise Sauce Mix
Homestyle Gravy Mix
Hunter Sauce Mix
Mushroom & Herb Gravy Mix for Steak
Mushroom Gravy Mix
Onion Gravy Mix
Original Country Gravy Mix
Peppered Country Gravy Mix
Pork Gravy Mix
Roasted Garlic Gravy Mix for Steak
Sausage Country Gravy Mix
Savory Chipotle Gravy Mix for Steak
Turkey Gravy Mix

Mexican

Burrito Seasoning Mix
Cheesy Taco Seasoning Mix
Chicken Taco Seasoning Mix
Enchilada Sauce Mix
Fajitas Seasoning Mix
Guacamole Seasoning Mix
Salsa Seasoning Mix
Taco Seasoning Mix
Taco Seasoning Mix , Hot
Taco Seasoning Mix, 30% Less Sodium
Taco Seasoning Mix, Mild

Pasta

Creamy Garlic Alfredo Sauce Mix
Four Cheese Sauce Mix
Italian-Style Spaghetti Sauce Mix
Pesto Sauce Mix
Thick & Zesty Spaghetti Sauce Mix

Slow Cookers

BBQ Pulled Pork
Beef Stroganoff Seasoning
Chili Seasoning
Hearty Beef Stew
Italian Herb Chicken
Savory Pot Roast

Steamers & Sides

Cheddar Cheese Veggie Steamer
Four Cheese Potato Seasoning
Garlic & Basil Veggie Steamer
Italian Herb Potato Steamer
Roasted Garlic & Rosemary Potato Steamer
Toasted Onion & Garlic Potato Seasoning

Extracts & Food Colors

Extracts

Baker's Imitation Vanilla
Cinnamon Extract
Clear Imitation Vanilla Extract
French Vanilla Blend
Imitation Almond Extract
Imitation Banana Extract
Imitation Butter Flavor
Imitation Cherry Extract
Imitation Coconut Extract
Imitation Maple Flavor
Imitation Rum Extract
Imitation Strawberry Extract
Imitation Vanilla Butter & Nut Flavor
Mapleine
Premium Imitation Vanilla Extract
Pure Almond Extract
Pure Anise Extract
Pure Lemon Extract
Pure Mint Extract
Pure Orange Extract
Pure Peppermint Extract
Pure Vanilla Extract
Raspberry Extract
Root Beer Concentrate

Food Colors

Assorted Food Colors and Egg Dye
Assorted NEON! Food Colors and Egg Dye
Black Food Color
Green Food Color
Red Food Color
Yellow Food Color

Seafood

Breadings & Batters

Asian Honey Sesame Crusting Blend
Beer Batter Seafood Batter Mix
Cajun Seafood Fry Mix
Cracker Meal Seafood Fry Mix
Crunchy Honey Mustard Crusting Blend
Fish Fry Seafood Fry Mix
Fish 'n Chips Seafood Batter Mix
Golden Dipt® All Purpose Batter Mix
Golden Dipt® All Purpose Breading Mix
Golden Dipt® Extra Crispy Chicken Fry Mix
Golden Dipt® Funnel Cake Batter Mix
Golden Dipt® Herbs & Spices Chicken Fry Mix
Golden Dipt® Hot 'n Spicy Chicken Fry Mix
Golden Dipt® Onion Ring Batter Mix
Golden Dipt® Original Homestyle Chicken Fry Mix
Hush Puppy Corn Meal Mix
Oven Easy® Cajun Seafood Coating Mix
Oven Easy® Lemon & Pepper Seafood Coating Mix
Seafood Fry Mix
Tempura Seafood Batter Mix

Cocktail & Tartar Sauces

Extra Hot Cocktail Sauce for Seafood
Fat Free Tartar Sauce for Seafood
Golden Dipt® Seafood Cocktail Sauce Serving Jar
Original Cocktail Sauce for Seafood
Original Tartar Sauce for Seafood

Sauces & Marinades

Asian Seafood Sauce
Cajun Seafood Sauce
Caribbean Citrus Seafood Marinade Mix
Fat Free Lemon Butter Dill Seafood Sauce
Lemon Butter Dill Seafood Sauce
Lemon Herb Seafood Sauce

Seafood Rubs

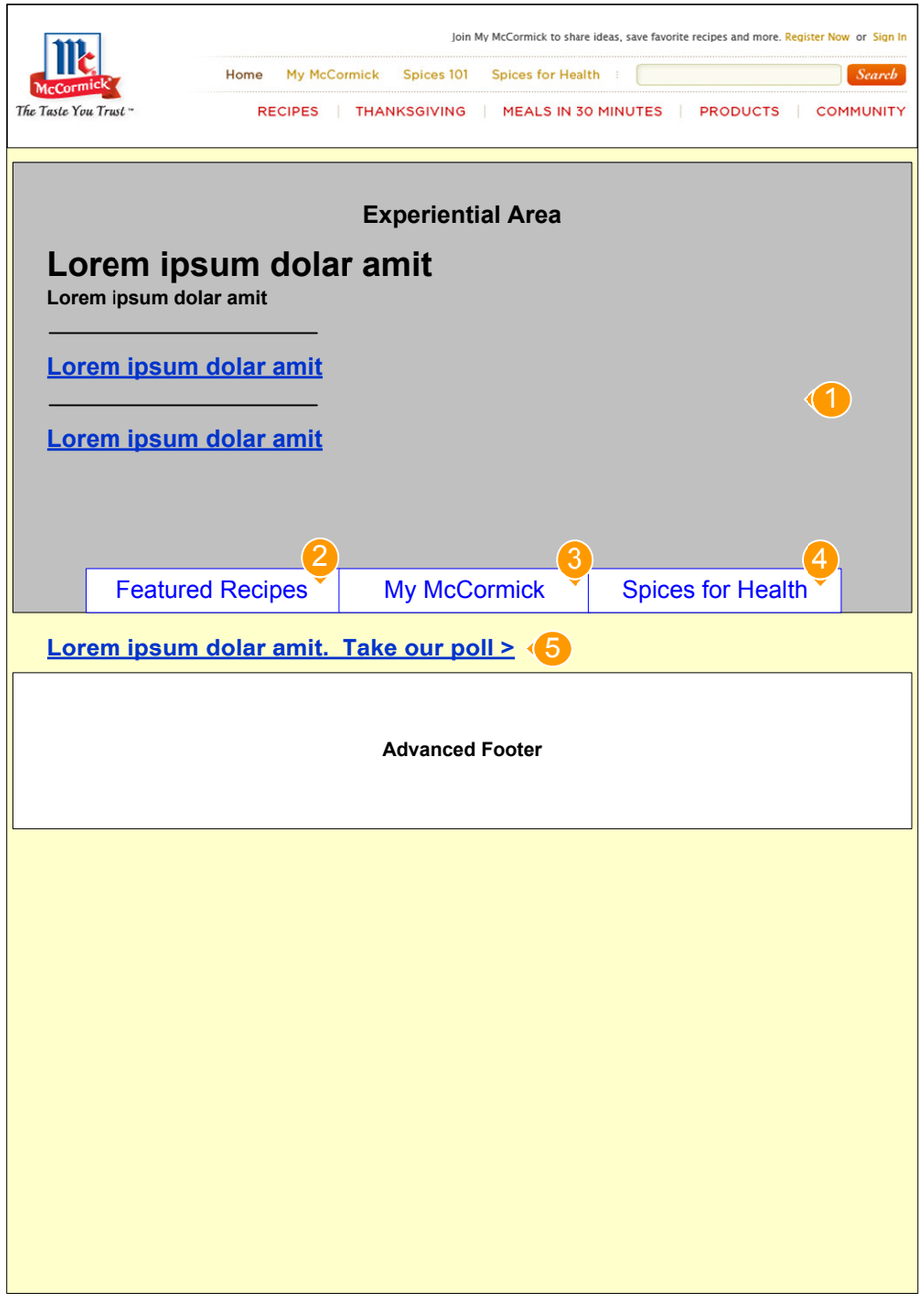
Herb with Lemon Seafood Rub
Sweet Citrus & Spice Salmon Rub

Seafood Steamers

Garlic Butter Seafood Steamers
Lemon Garlic Seafood Steamers

Shrimp & Crab Boil

Shrimp & Crab Boil



Annotations

1 Inspirational Area

Rules: The home page of mccormick.com will be a gateway to McCormick's flavor experience. Interactivity will portray flavor as the hero and engage users in the new brand positioning. This area introduces an innovative and inspirational mccormick.com.

2 Featured Recipes

Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

3 My McCormick Callout

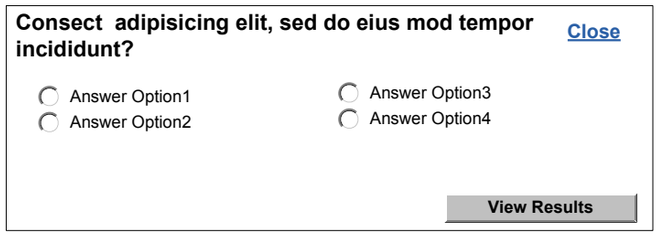
Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

4 Feature Callout

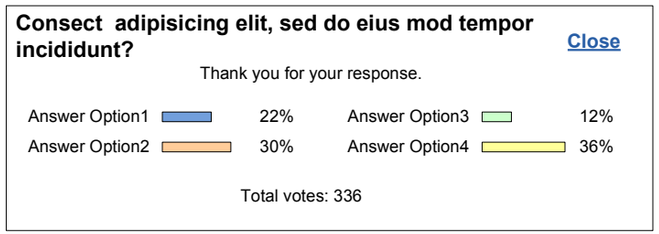
Rules: Providing an additional recipe features/promo callout provides additional flexibility to feature content or promotions as needed.

4 Poll

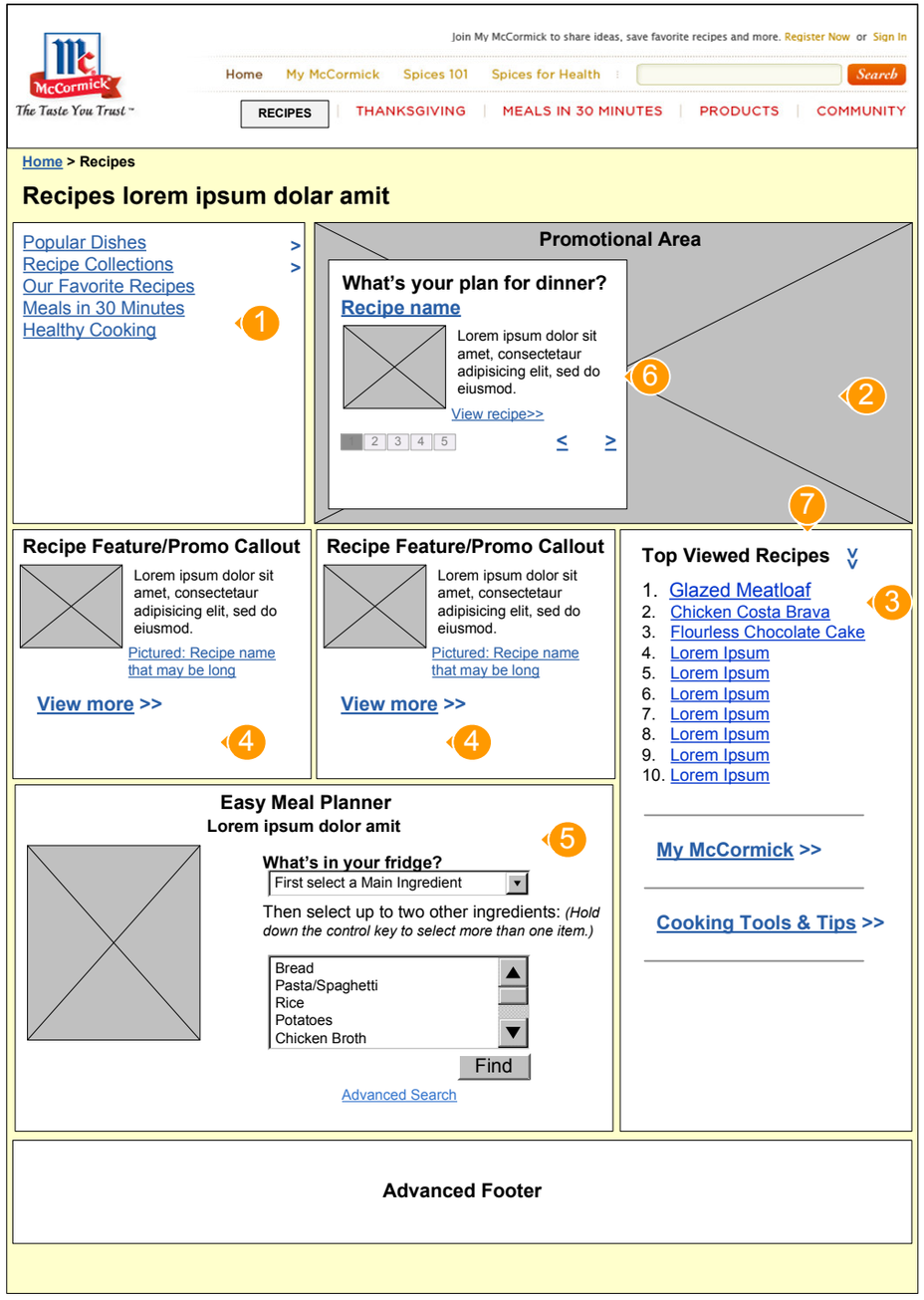
Rules: This area allows for additional functionality which engages users and introduces a taste of the community. Seeing poll results or actual consumer comments on the home page of a site lets users know that there is a vibrant community on this Web site and that their opinions count.



Sample Poll Results



RECIPE PAGES



Annotations

1 Left navigation

Last Modified: June 17, 2008

Rules: Utilizing a left navigation design will allow for a balance between experience and function. This element will provide quick access to content in the Recipes area for users who wish to search in this manner. This will also allow for a consistent method of navigating throughout the site.

2 Rotating Promo Area (Content with imagery)

Rules: Having a large rotating area at the top right portion of the recipe landing page provides McCormick the flexibility to highlight a lot of experiential and inspirational recipe information.

3 Top Viewed Recipes

Rules: This is a great way to bubble up this highly usable information to users and is another way to aid them in searching for recipes. Many competitors use this as a easy searching tactic and is a widely accepted feature.

4 Recipe Feature/Promo Callouts

Rules: Providing two additional recipe features/promo callouts provides additional flexibility to feature content or promotions as needed.

5 Easy Meal Planner

Last Modified: June 17, 2008

Rules: This is a convenient tool for users to find recipes for meals that utilize specific ingredients. Elevating this to the Recipe landing page will allow users to better see – and utilize this tool. Upon a valid submission, the selected values are passed as a search query, and the user is brought to the search results page, SCR_061.

(Note: The Main Ingredients dropdown list should be modified

If the user does not select at least on ingredient an error is generated.

5 Easy Meal Planner Dropdown Options

Rules:

Select a Main Ingredient:

Ground Beef
Steak
Boneless Chicken Breast
Chicken Parts
Pork Chops
Fish Fillets
Shrimp

Select up to two other ingredients:

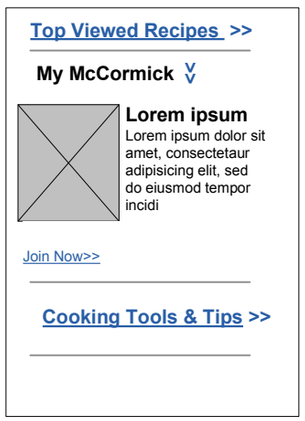
Bread
Pasta/Spaghetti
Rice
Potatoes
Chicken Broth
Canned Beans
Canned Corn
Canned Tomatoes
Canned Tuna
Frozen Vegetables
Spaghetti Sauce
Tomato Paste
Tomato Sauce
Soy Sauce
Cheese
Eggs

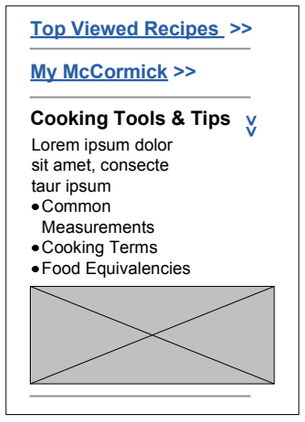
6 What's for Dinner module

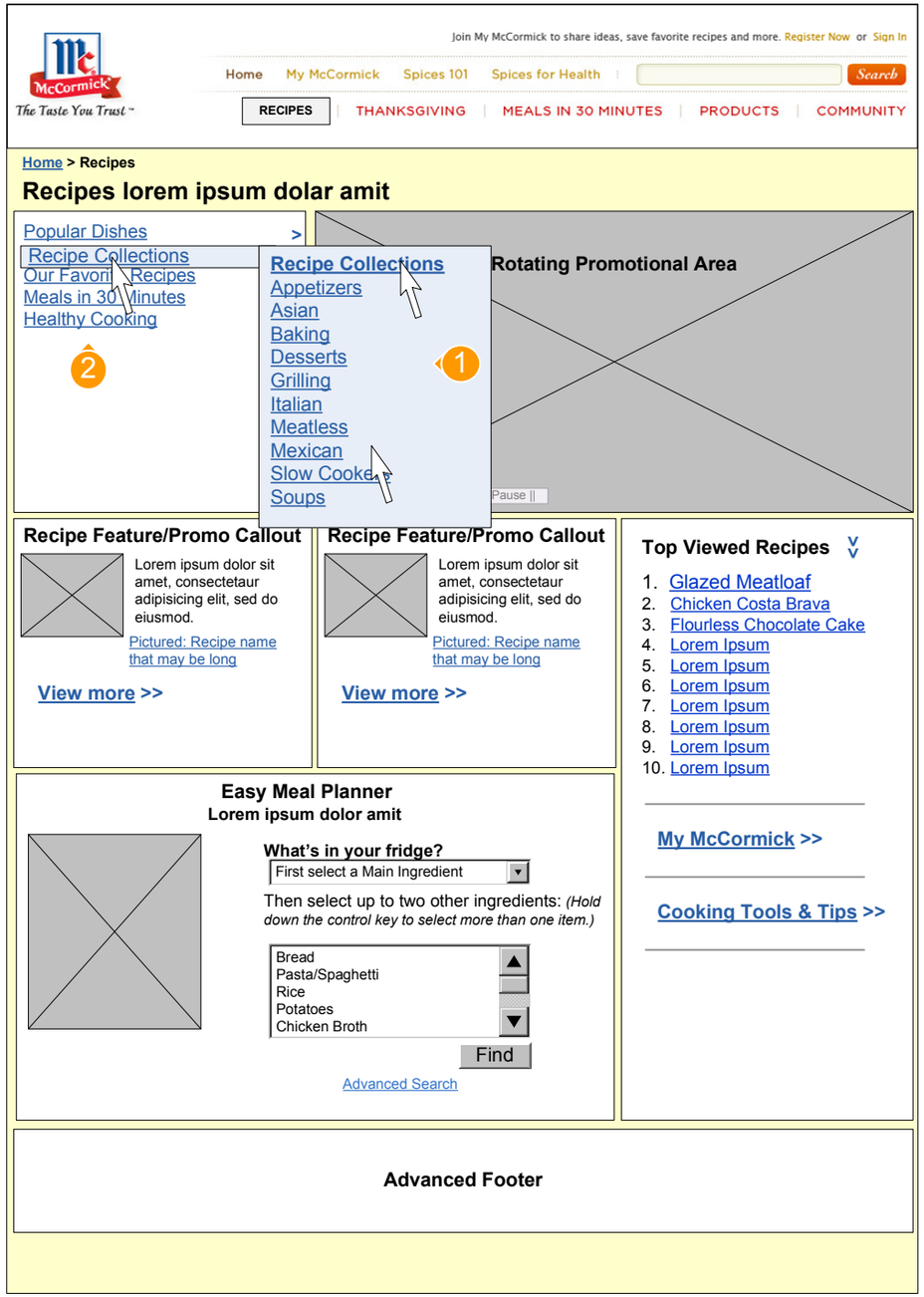
Rules: Module highlights 5 recipes. The user can control a scroll by clicking on the arrows.

7 Open/Close Callouts

Rules: Top Viewed Recipes, My McCormick, and Cooking Tools & Tips are grouped with Top Viewed Recipes "open" by default. If a user mouse's over another header, the new section opens and closes the other section.







Annotations

1 DHTML Left Navigation

Last Modified June 17, 2008
Rules: This navigation provides users a quick view of all the main Recipe Category pages and corresponding sub-pages; therefore, allowing users to choose their preference for searching.

In this example, when users mouse over Recipe Collections, they see the "Recipe Collections" page and all corresponding sub-pages listed in the DHTML window.
Users can click on the Recipes Collections page link:
- In the left navigation
- Or at the top of the DHTML navigation

Users may also view and link directly to any of the sub-pages within the Recipe Collections recipe category.

The DHTML left Navigation is applicable for Popular Dishes and Recipe Collections.

2 Left Navigation Links

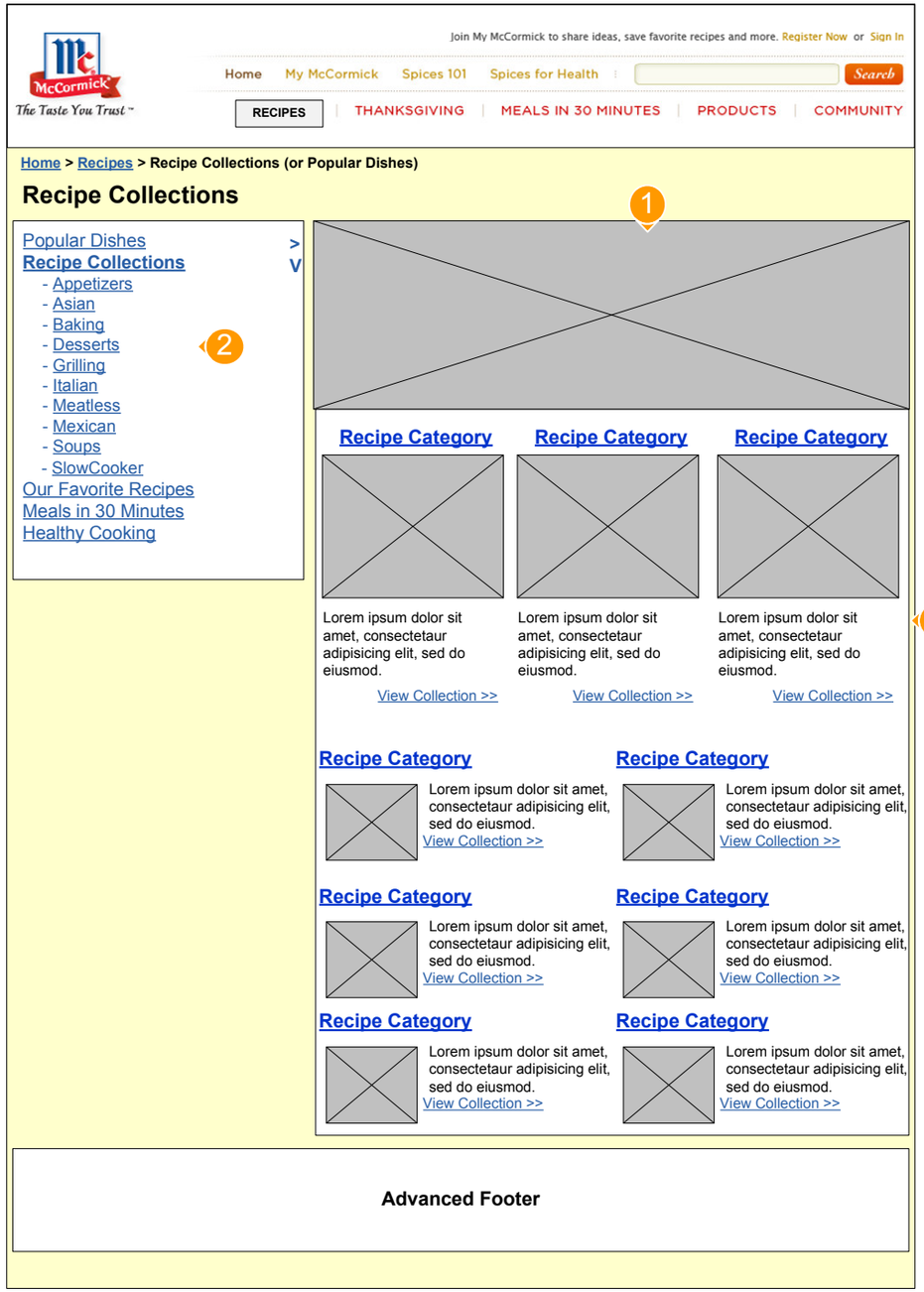
Last Modified June 17, 2008
Rules: If the user clicks on:
Popular Dishes, the user is brought to the Popular Dishes page, SCR_067. If the user hovers over the link, the DHTML navigation opens.

Recipe Collections, the user is brought to the Recipe Collections page, SCR_067. If the user hovers over the link, the DHTML navigation opens.

Top Test Kitchen Recipes, the user is brought to the Top Test Kitchen Recipes page, SCR_003.

Meals in 30 Minutes, the user is brought to the Meals in 30 Minutes page, SCR_003.

Healthy Cooking, the user is brought to the Healthy Cooking page, SCR_003.



Annotations

1 Page overview

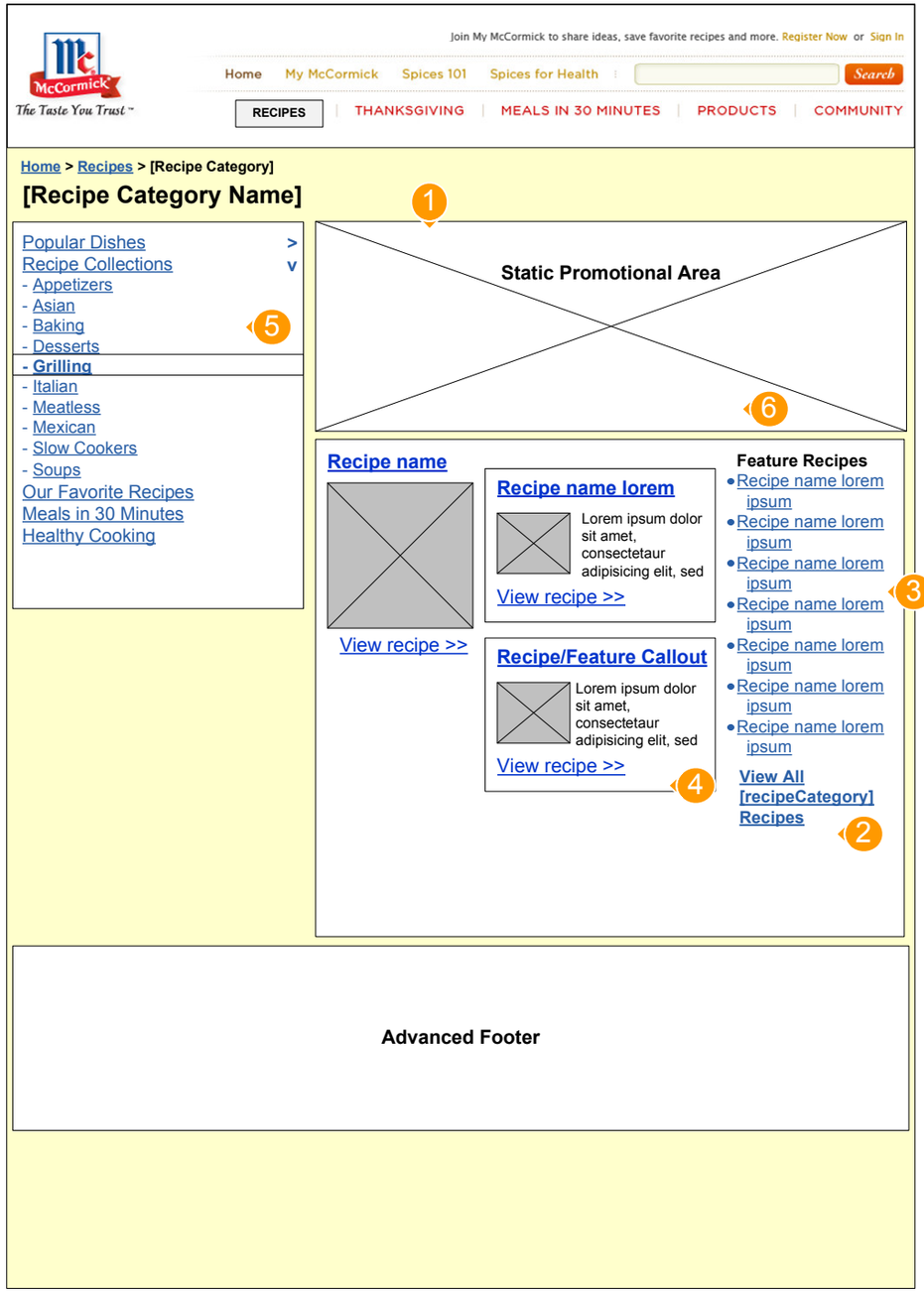
Rules: This layout is applicable for users who have selected the main "popular dishes" page or the "Recipe collections" page, providing browse-able categories that are accessible in the left-hand navigation.

2 Navigation

Rules: The full list of categories is displayed in the left-hand navigation.

3 Categories Listing

Rules: The recipe categories are shown with a photo and description, linking to SCR_003. Three categories are highlighted with larger images



Annotations

1 Page overview

Rules: This layout provides for browse-able topics where users may not specifically know what they are looking for, but McCormick is anticipating their needs for content. By pulling common recipes together McCormick may create an awareness of new recipes and products that the user was previously unaware of.

2 View All

Rules: The View All [recipe category] Recipes link would take users to a search results page, SCR_061, with the respective recipe category name pre-populated. (i.e. If users are on the Slow Cooker Recipe Category page, and click on the View All Slow Cooker Recipes link, they would be taken to a search results page with all Slow Cooker recipes on it. Users could then use the filters in the left navigation to narrow their search.)

3 Recipe links

Last modified: July 22, 2008
Rules: The top 10 featured recipes are defined in the CMS. Each recipe name links the user to the appropriate recipe details on SCR_004.

4 Tailgating Callout

Rules: On the Grilling category page, Tailgating will be a dedicated callout.

5 Left Navigation

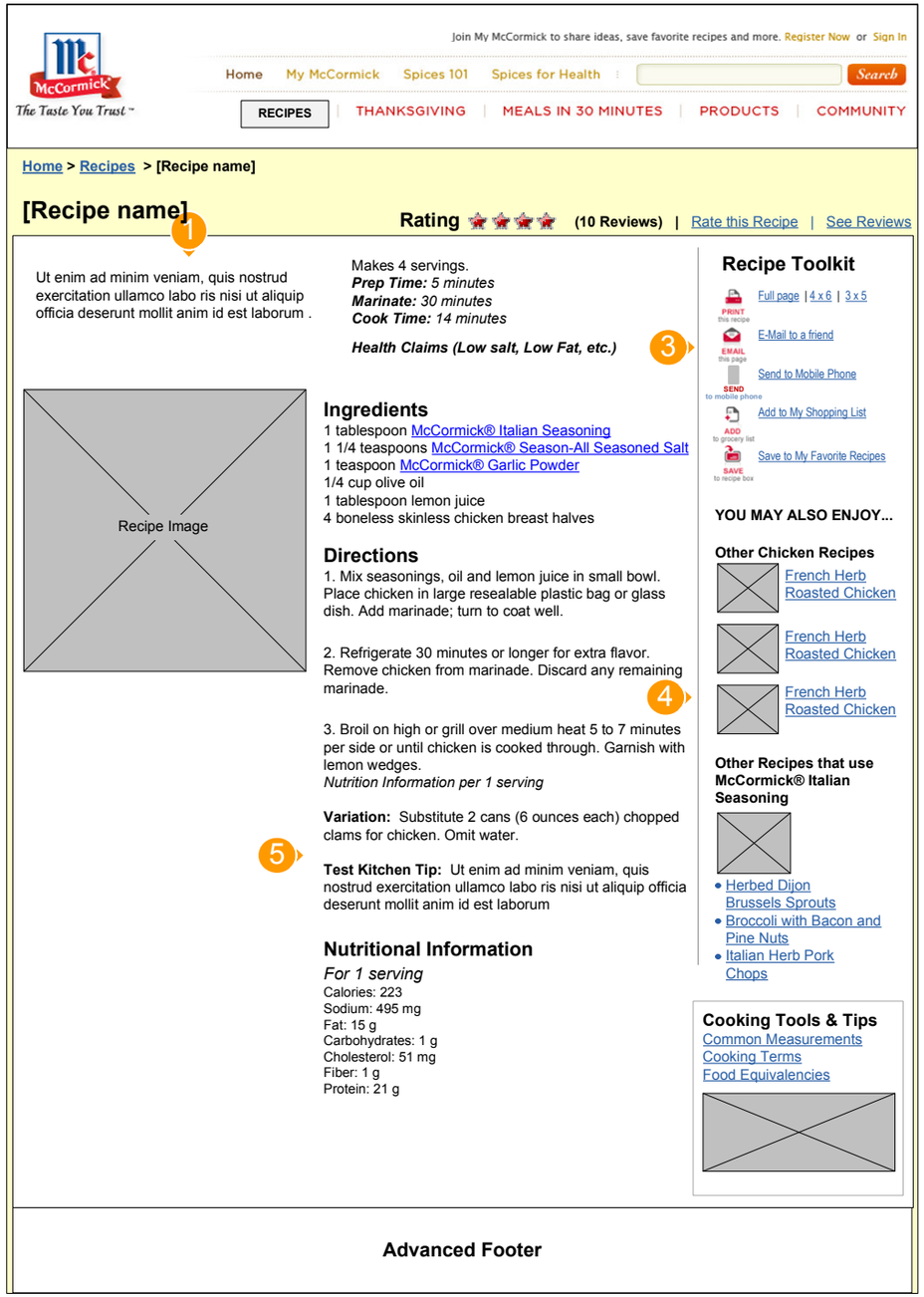
Last Modified: June 27, 2008
Rules: This navigation provides users a quick view of all the main Recipe Category pages as well as the corresponding sub-pages under the main category that has been clicked on; therefore, allowing users to easily navigate all sub-pages within this section.

In this example, when users click on "Recipe Collections" page, the right arrow ">" turns to a "v" and they see the Recipes Collection page and all corresponding sub-pages listed in the left navigation. Two notes:

- The DHTML functionality will not be active for pages that have the arrow in the "v" position, eliminating overly redundant navigation. In this case, the DHTML will not be active for the Recipe Collections page since all subpages are currently reflected in the left navigation
- Template designs must be flexible enough to allow for scalability in the left navigation

6 Promotional Area

Last Modified June 27, 2008
Rules: Having a large promotional area at the top right portion of the Product Category page provides McCormick the flexibility to feature recipes, content or promotions as appropriate.



Annotations

1 Recipe photography

Rules: A large recipe (if available) will be placed on the page to allow for up-close food photography to highlight the flavor of the food.

2 Recipe information

Last modified: July 22, 2008
Rules: Content includes:

- Recipe Name
- Rating
- Rate this Recipe (link to SCR_014)
- See Reviews (Link to a SCR_013) – to keep this page at an optimal size/ length. Users that want to read reviews can easily click through to the Reviews page similar to many of McCormick's competitors.)
- Description (Note: Variations/notes will reside here)
- Servings
- Prep Time
- Marinade Time (if applicable)
- Refrigerate (if applicable)
- Cook Time
- Healthy Living Items (Shaking Salt, etc.)
- Ingredients
- Directions
- Nutritional Information

3 Tools

Last Modified: June 24, 2008
Rules: Print this Recipe (Providing the option to print in multiple sizes was recommended by most participants during the usability tests)
Full Page - links to SCR_016 Recipe Print - Full
4x6 – SCR_018 Recipe Print - 4x6
3x5 – SCR_017 Recipe Print 3x5
E-Mail to a Friend - links to SCR_005 Email Recipe
Send to Mobile Phone -links to SCR_007 Send to a Mobile Phone
Add to My Shopping List – links to SCR_009 Add to Shopping List
Save to My Favorite Recipes - links to SCR-012 Add to Favorites

4 You might also enjoy

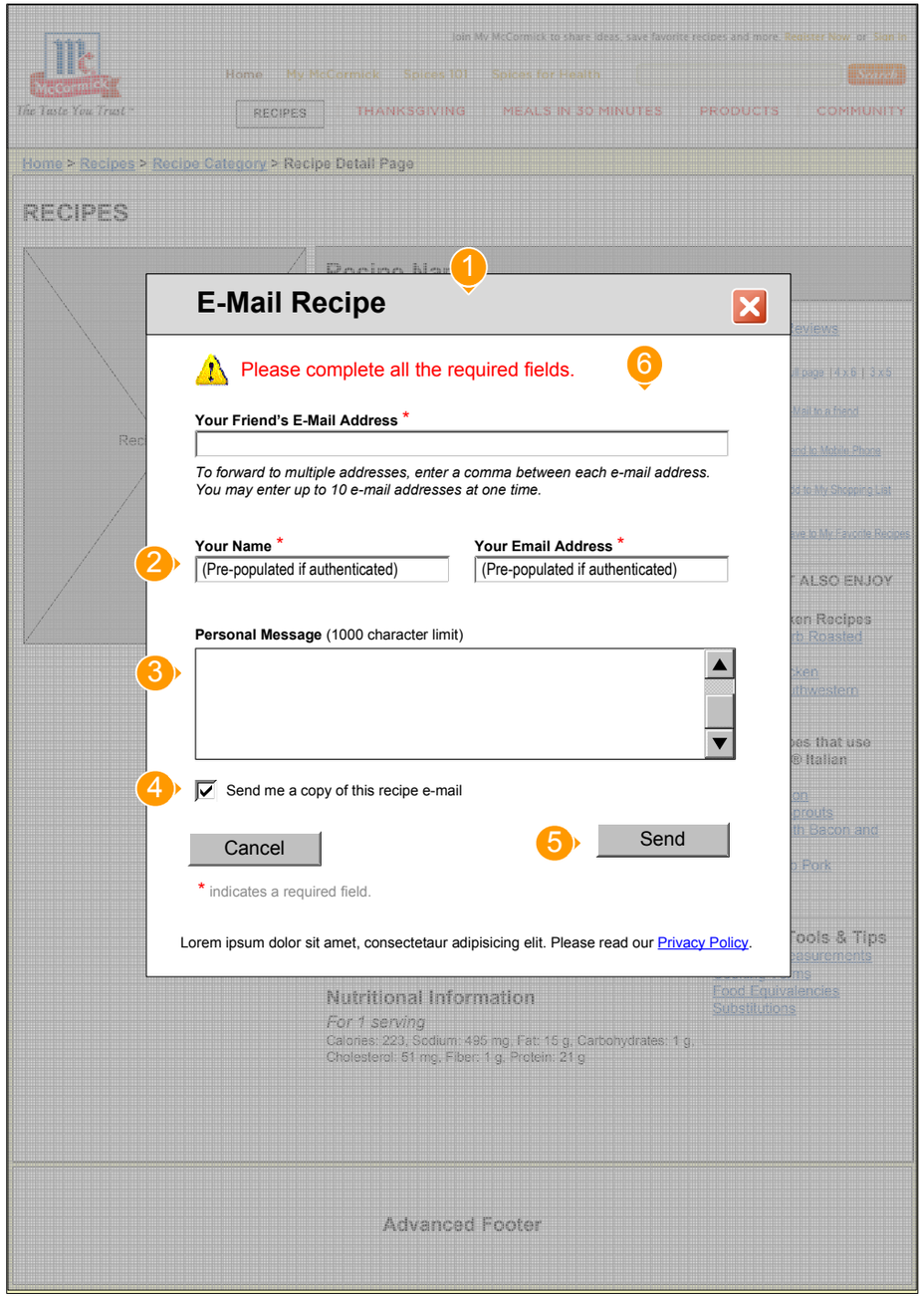
Last Modified: July 22, 2008
Rules: 2 grouping of 3 relevant recipe links are pulled from the database. These links are based upon matching the primary ingredient(s) in the first grouping and primary product(s) in the second grouping. If a product has more than 1 primary ingredient only the recipes where both of those were identified as primary products are considered matches. For example, if a recipe contains cinnamon and brown sugar as primary ingredients, it would match another recipe with cinnamon, brown sugar, and allspice as primaries because it has both cinnamon and brown sugar.

These dynamic link may be overridden in the CMS for timely dedicated relevant links.

A thumbnail image for each recipe will show is a photo is available. If a photo is not available

5 Additional Directions

Last Modified: June 24, 2008
Rules: Directions may contain variations and/or Test Kitchen tips. If this information is not available the labels do not display, and the information below moves up on the page.



Annotations

1 Emai recipe layer

Rules: Using a layer for this type of functionality is very effective. It displays the appropriate information without taking users to a new page. This allows users to easily see where they are throughout this process, and provides a graceful way of returning back to the original page they were on.

2 Pre-populated information

Rules: "Your name" and "Your Email Address" fields are pre-populated for authenticated users. It is, however, editable which allows users to modify as desired.

3 Personal Message

Rules: This optional field provides users a way to enter a personalized message to their e-mail.

4 Send me a copy of this recipe e-mail

Rules: This is a quick way for users to be copied on this recipe e-mail.

5 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted.
Potential errors:

- Please complete all the required fields.
- We are currently experiencing technical difficulties and this e-mail could not be sent. Please try again later.
- A limit of 10 e-mail addresses may be entered at a time and must be separated with a comma.
- The email address you entered is not a valid format. Please try again.
(Emails should be in the proper format XX@XX.XX)

5 Email info

Last Modified: **May 30, 2008**
Rules: This email is generated upon valid submission:
From: (Sender's email)
Subject: Recipe from McCormick.com

Body:

(Recipe name that may be long)

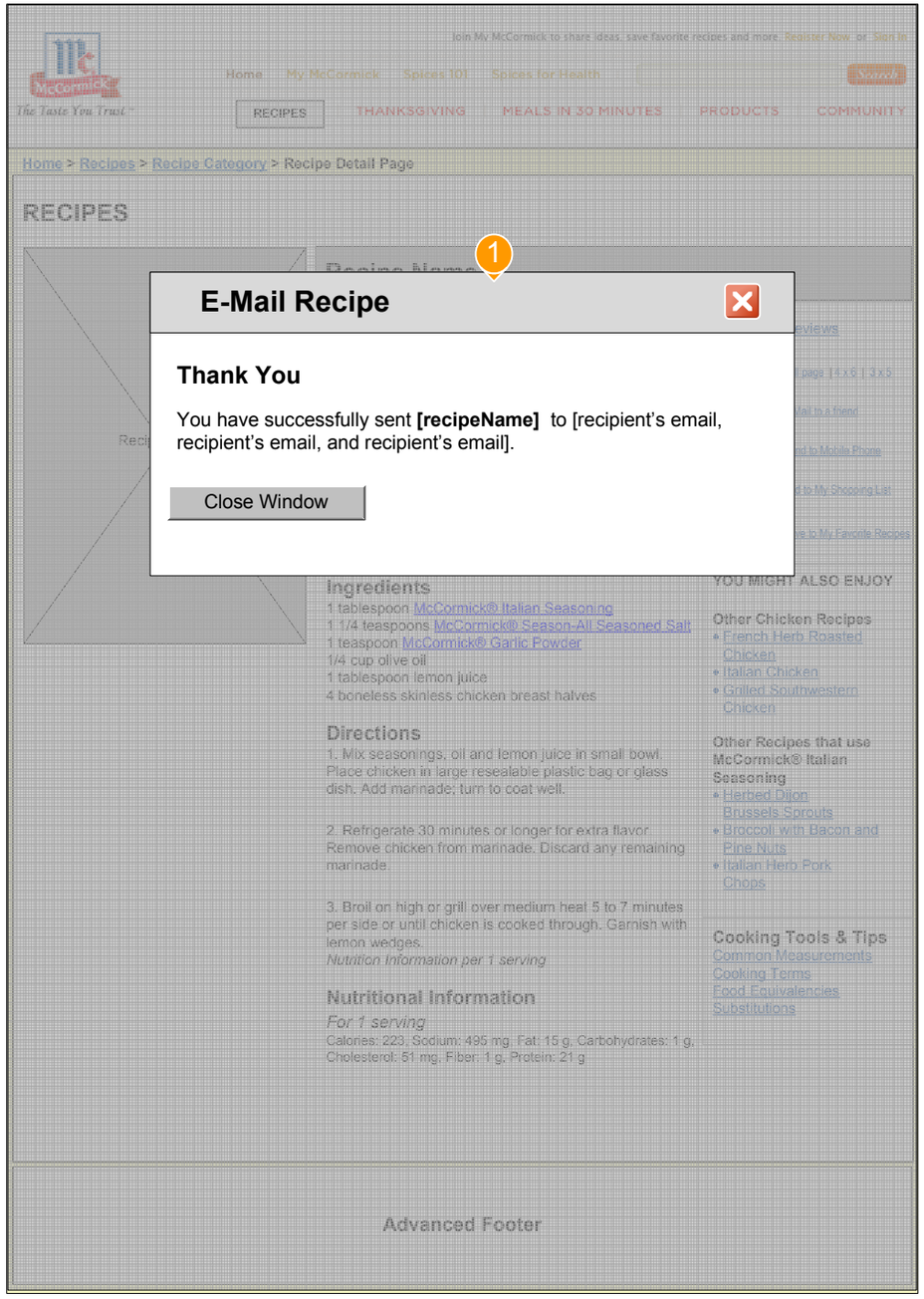
(Sender's name) thought you'd be interested in this recipe. Click on the link below to view, or copy and paste the link into your browser.

http://www.mccormick.com/urlthat will be long

(Sender's name) says:
(Personal message lorem ipsum…)

6 Field Lengths

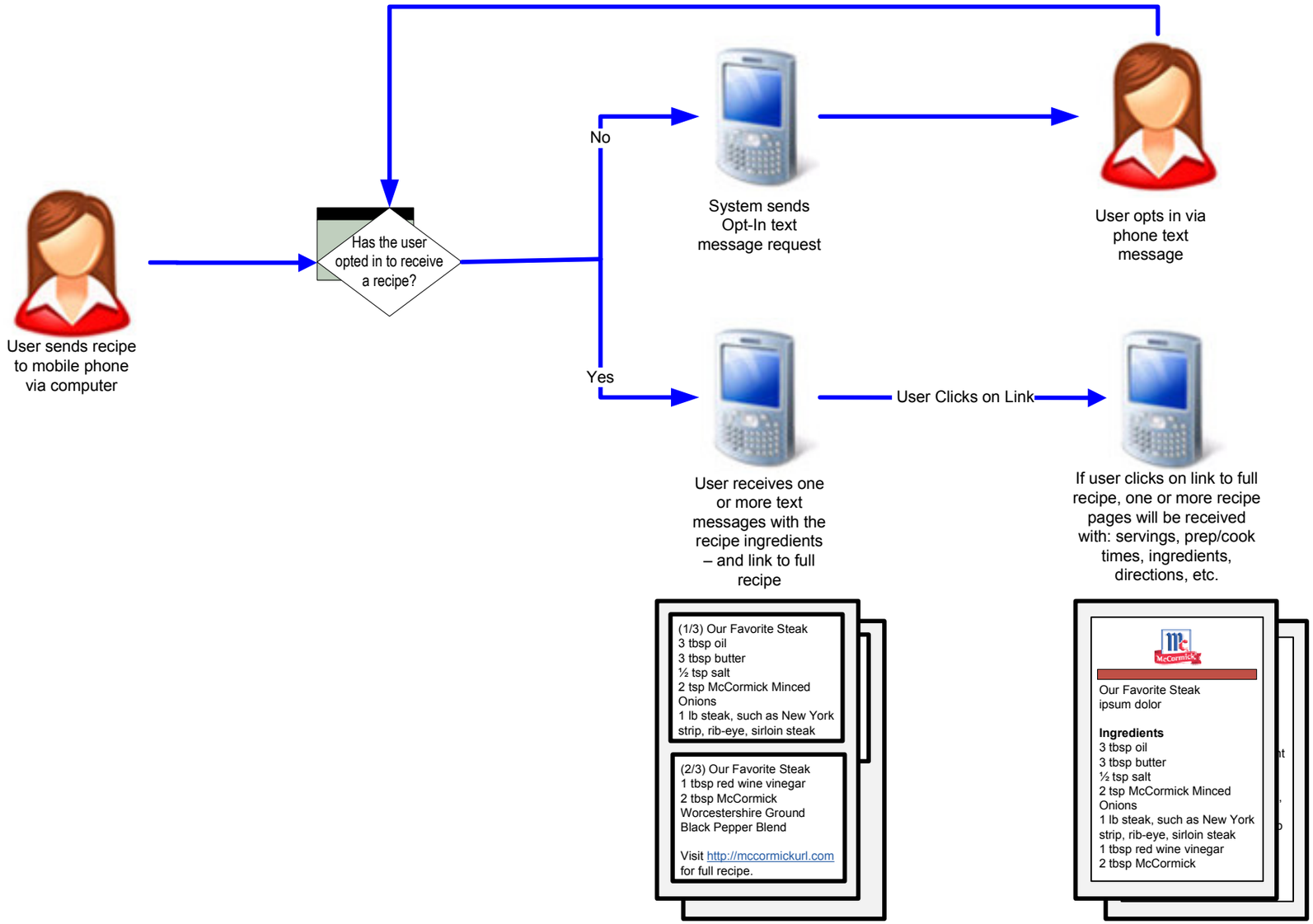
Last Modified: **June 18, 2008**
Rules: Your Friend email address has ha limit of 1,000 characters.
You Name has a limit of 100 characters
Your Email Address has a limit of 100 characters
Your personal message has a limit of 1,000 characters.

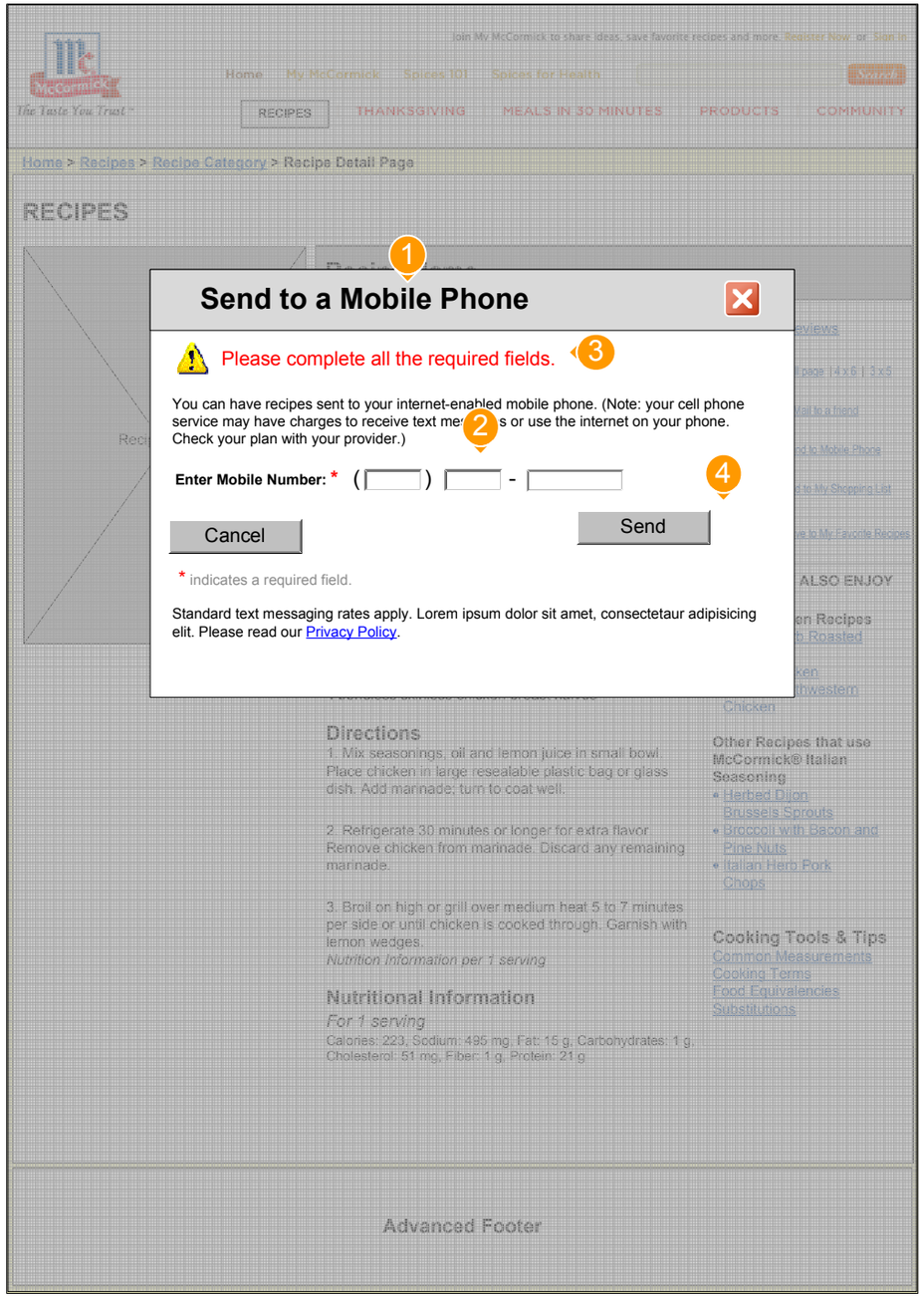


Annotations

1 **Confirmation Message**

Rules: This provides users a confirmation that their e-mail was sent to all e-mail addresses entered in the "To" field. The recipe name is displayed, and each recipient email is listed. Multiple recipients' are separated by a comma.


User sends recipe to mobile phone via computer
Has the user opted in to receive a recipe?
No
System sends Opt-In text message request
User opts in via phone text message
Yes
User receives one or more text messages with the recipe ingredients – and link to full recipe
User Clicks on Link
If user clicks on link to full recipe, one or more recipe pages will be received with: servings, prep/cook times, ingredients, directions, etc.
(1/3) Our Favorite Steak
3 tbsp oil
3 tbsp butter
½ tsp salt
2 tsp McCormick Minced Onions
1 lb steak, such as New York strip, rib-eye, sirloin steak
(2/3) Our Favorite Steak
1 tbsp red wine vinegar
2 tbsp McCormick Worcestershire Ground Black Pepper Blend
Visit http://mccormickurl.com for full recipe.
Our Favorite Steak
ipsum dolor
Ingredients
3 tbsp oil
3 tbsp butter
½ tsp salt
2 tsp McCormick Minced Onions
1 lb steak, such as New York strip, rib-eye, sirloin steak
1 tbsp red wine vinegar
2 tbsp McCormick



Annotations

1 **Overview**

Rules: This functionality allows users to send recipes to their own mobile phone – or the mobile phone of a friend.

2 **Enter mobile number**

Last Modified: June 12, 2008

Rules: If authenticated, the mobile phone number in the users' profile may be pre-populated (if the data is available), but can be edited. If unauthenticated, users can enter the mobile phone number they wish to send the recipe to. On entering the appropriate number of digits, the focus should move to the next field for easy entry.

The field limit is 3, 3, 4 characters respectively.

3 **Enter mobile number**

Rules: Error Text

Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Users do not need to select their phone carrier as most of McCormick's competitors require. Studiocom will build in the functionality to determine if the numbered entered is a mobile phone number. If not, an error message will be displayed.

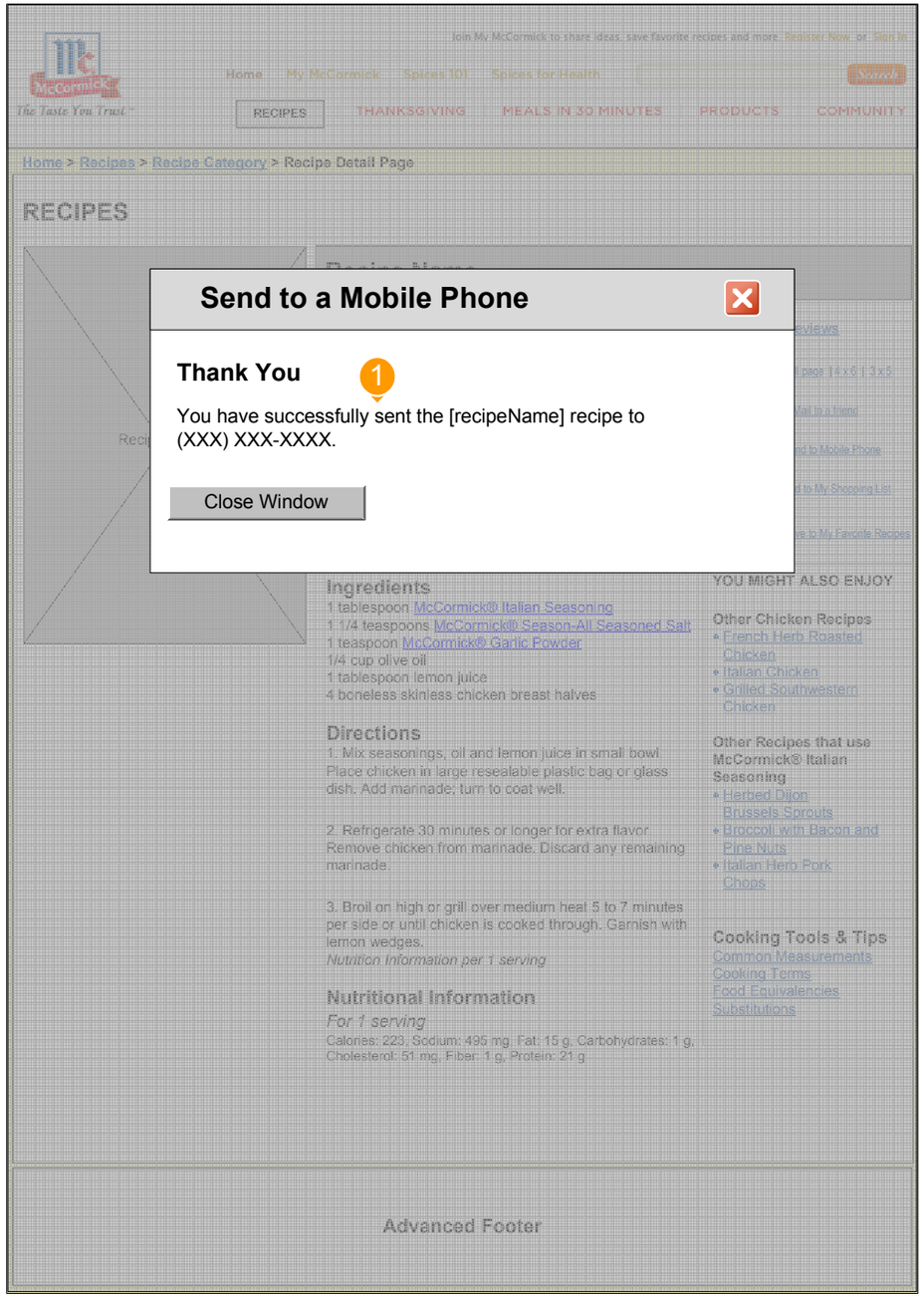
Potential errors:

- A valid mobile phone number is required.

- We are currently experiencing technical difficulties and this message could not be sent. Please try again later.

4 **Initial Opt-In Message**

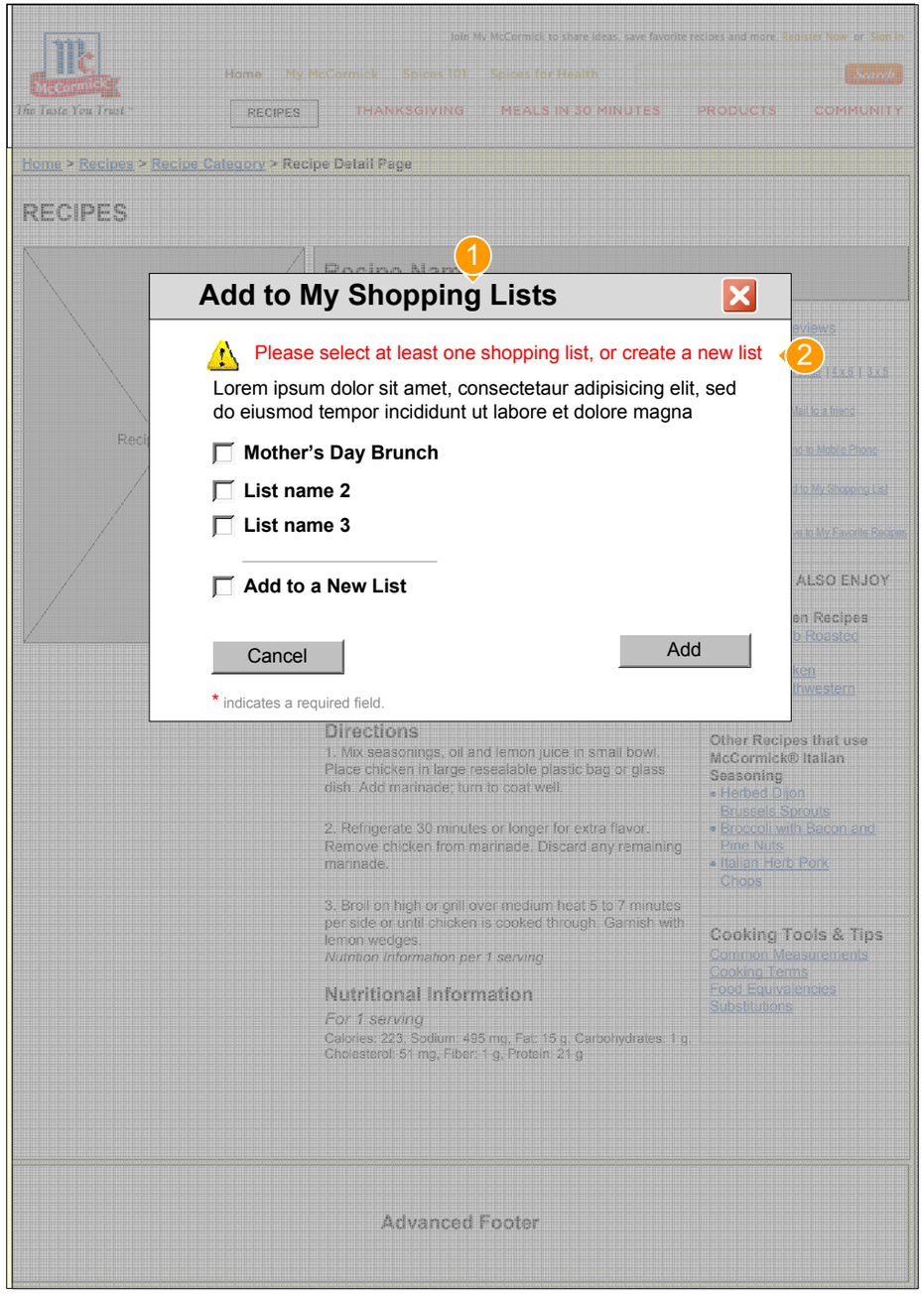
Rules: Initial recipe SMS will initiate an opt-in text message that the recipient must approve.



Annotations

1 **Confirmation message**

Rules: This provides users a confirmation that this recipe was sent – and which phone number is was sent to.



Annotations

1 **Add to My Shopping List**

Rules: This page opens above the Recipe Detail page when a logged-in user has selected the option to "Add to My Shopping Lists." All the user's existing Shopping Lists are displayed (in alphabetical order) along with an option to "Add to a New List."

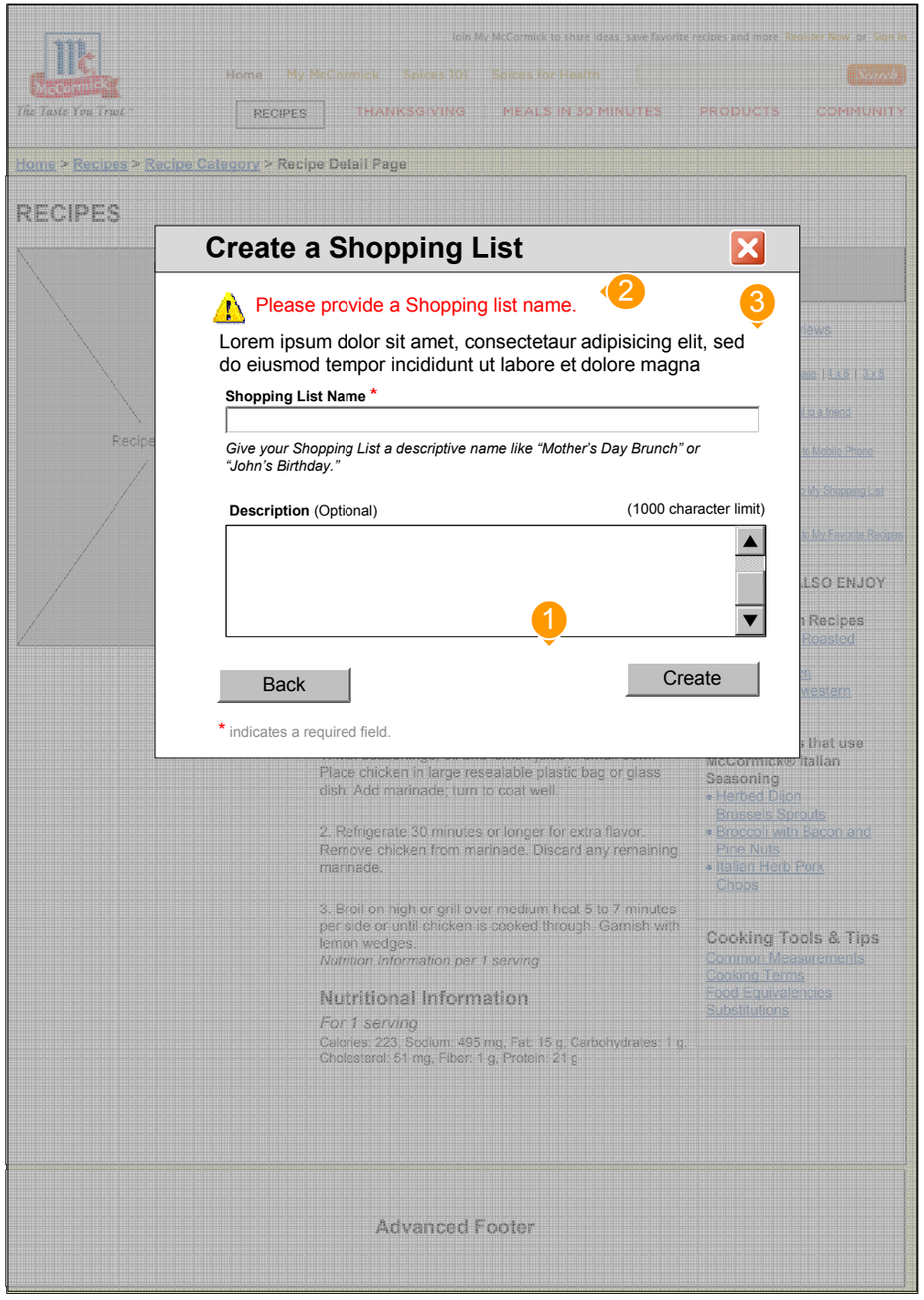
2 **Error Text**

Rules: Conditional text is only shown if a user selects "Add" without selecting a list (it is not displayed by default).

3 **Error Text**

Last Modified: July 7, 2009

Rules: If the user has not created any shopping lists, this page is not displayed, and the user proceeds directly to SCR_010 to Create a List.



Annotations

1 Create a New List

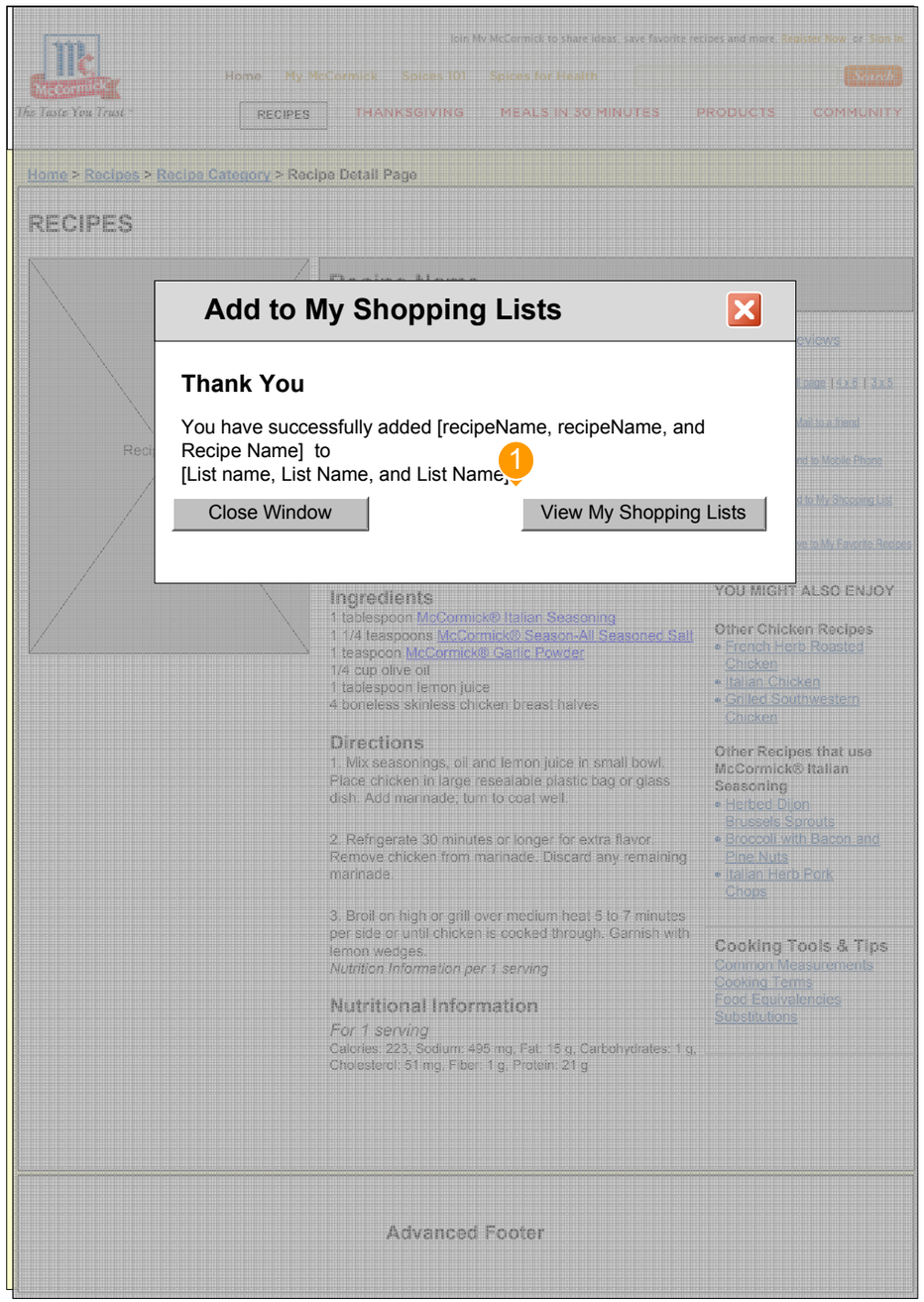
Rules: This page displays only if a user has asked to add an item to a new list. If the user is adding a recipe only existing Shopping Lists, the user proceeds directly to the confirmation screen.

2 Error Text

Rules: Conditional text is only shown if a user has not provided a Shopping List name (it is not displayed by default).

3 Field Lengths

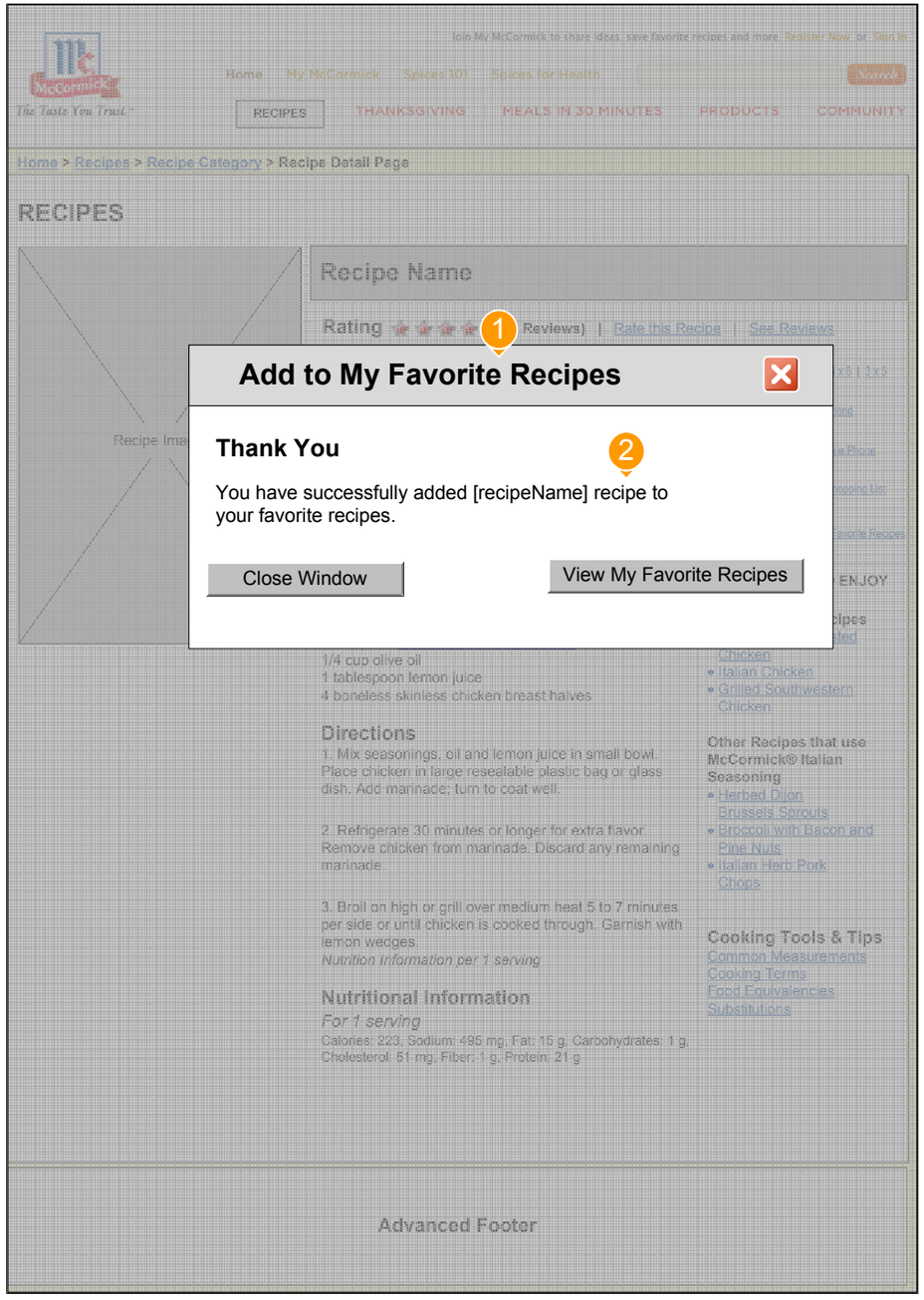
Last Modified: **June 18, 2008**
Rules: Chopping list name has a limit of 100 characters
Your personal message has a limit of 1,000 characters.



Annotations

1 **Confirmation Message**

Rules: This provides users a confirmation that this recipe has been added to his/her Shopping List(s). The user can go view all their Shopping Lists in My McCormick, or close this window and return to the Recipe Detail page. Multiple lists are separated by a comma with an "and" before the final list name..



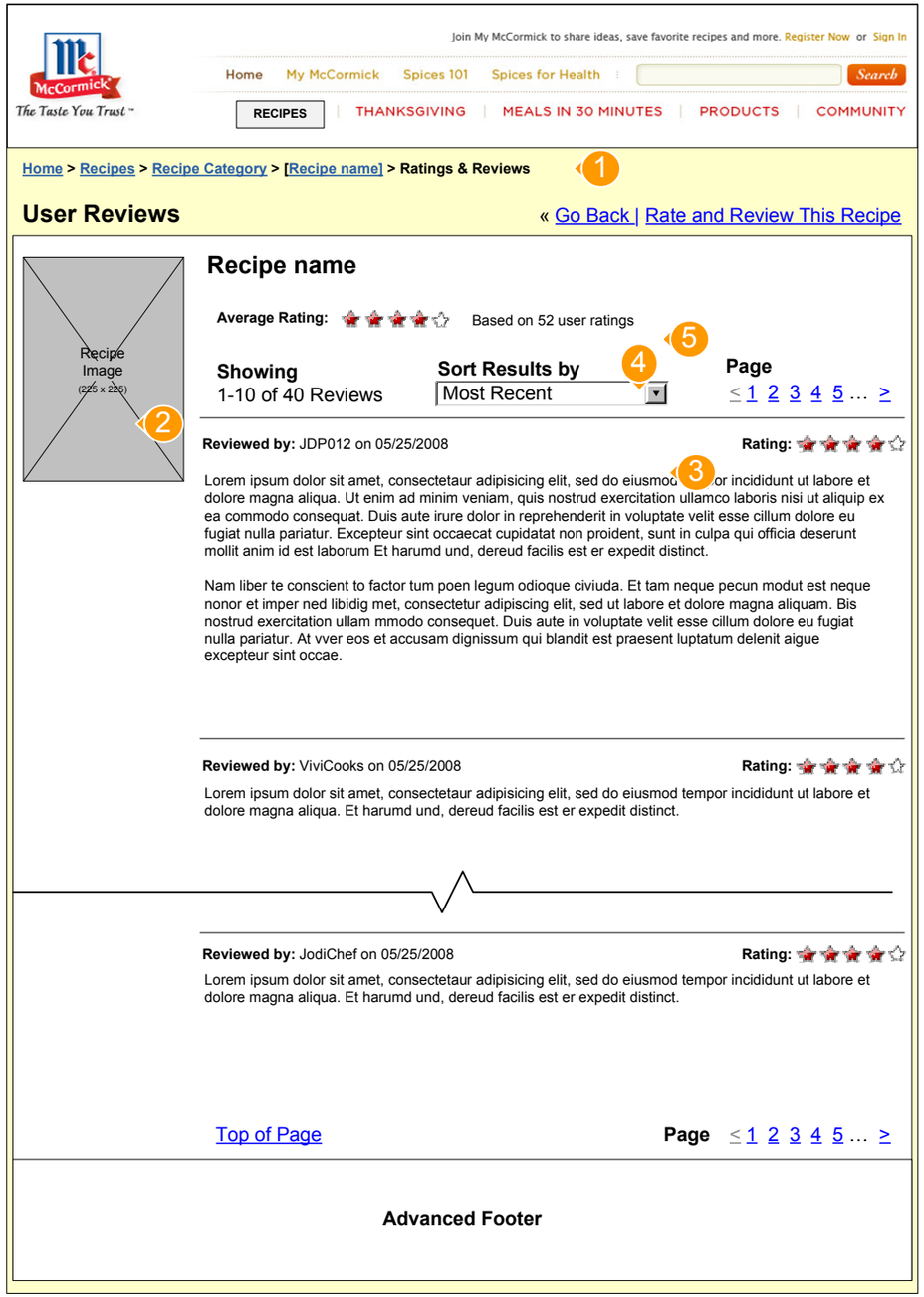
Annotations

1 **Add to My Favorite Recipes**

Rules: Logged in users can add a Recipe to their Favorite Recipes from the Recipe Detail page. If a recipe is already a favorite, the link on the Recipe Detail page is replaced with text "Already Added to My Favorite Recipes."

2 **Confirmation Message**

Rules: This provides users a confirmation that this recipe has been added to his/her Favorite Recipes. The user can go view their Favorite Recipes in My McCormick, or close this window and return to the Recipe Detail page.



Annotations

1 **Breadcrumb**

Rules: The full recipe breadcrumb is displayed. For functionality please refer to the Global component, MOD_008.

2 **Product Thumbnail Photography**

Rules: A 225x225 product image will be placed on the page, providing users an enhanced view of the product.

3 **Review Information**

Last Modified: July 2, 2008

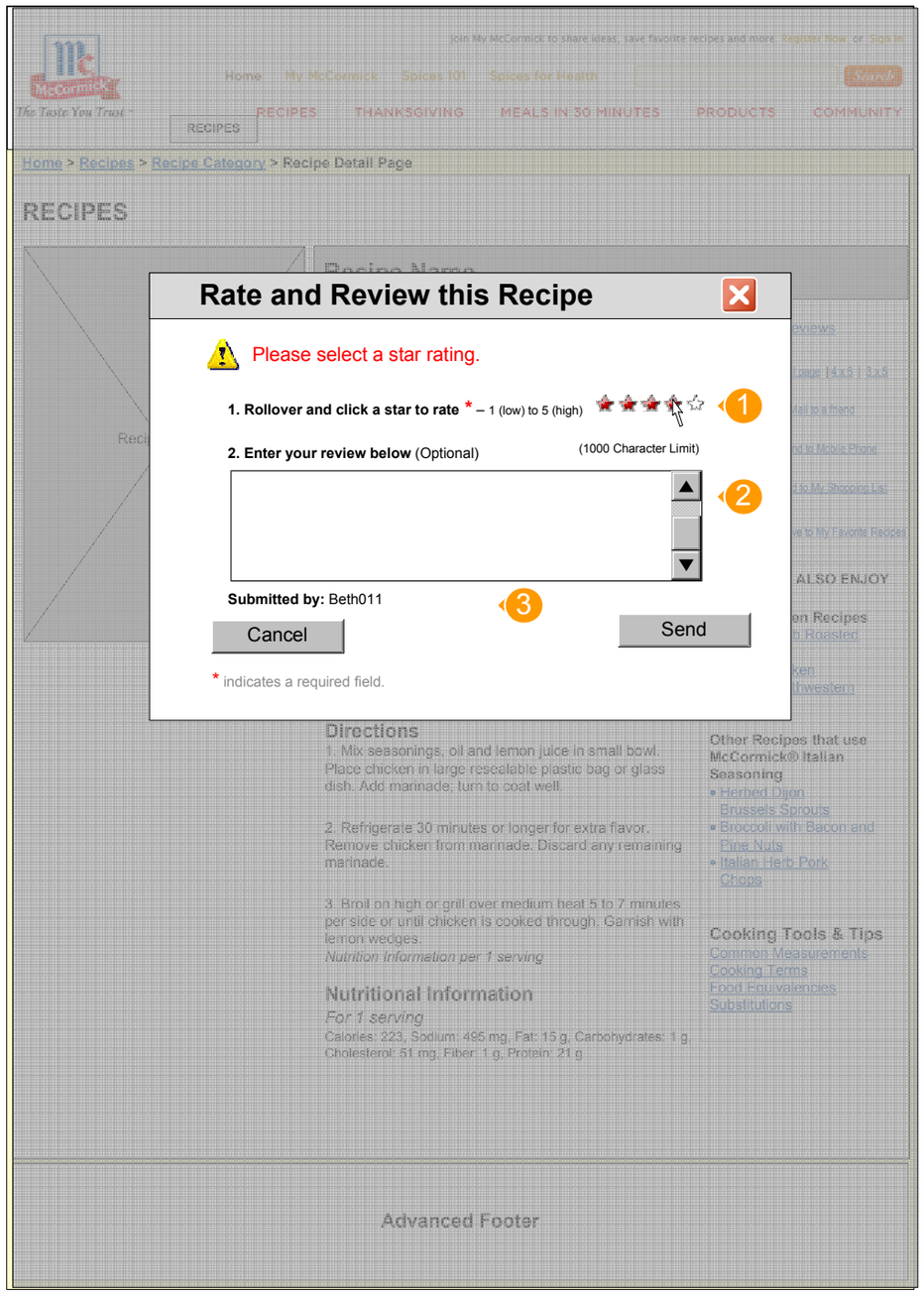
Rules: Each review displays the display name; The Posting date, The Star Rating:, and Comment. Additional ratings may be factored into the overall ratings without a text review. Only Text reviews are individually displayed.

4 **Sort**

Rules: The user can sort by Most Recent, Highest Rated, Lowest Rated

5 **Average Rating**

Rules: The average rating is based on all the submitted star ratings. Note that not all ratings will have a text review. The total number of ratings is displayed.



Annotations

1 **Create a rating**

Rules: Users roll over and click on the appropriate star to indicate the rating they felt this recipe deserved.

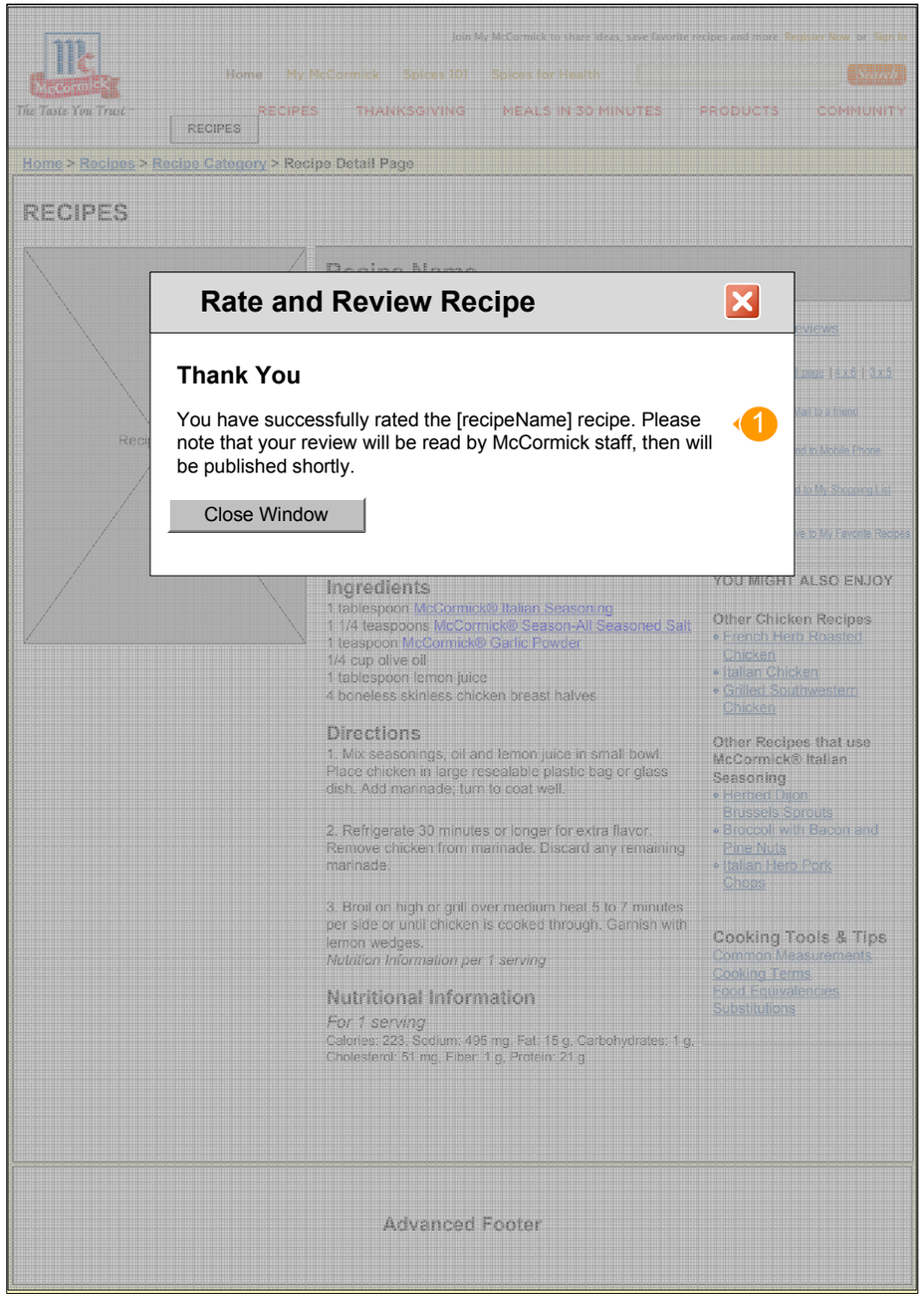
2 **Create a rating**

Rules: Users may also enter up to a 1000 character for a text review.

3 **Submitted by**

Last Modified: June 30, 2008

Rules: The reviewer's username is the display name. This text is not editable.



Annotations

1 **Confirmation message**

Rules: This provides users a confirmation that their review was submitted, the recipe name is displayed.

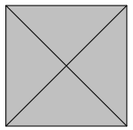
1 « Go Back Print

Recipe Name 2

Ut enim ad minim veniam, quis nostrud exercitation ullamco labo ris nisi ut aliquip officia deserunt mollit anim id est laborum .

Makes 4 servings.
Prep Time: *5 minutes*
Marinate: *30 minutes*
Cook Time: *14 minutes*

Health Claims (Low salt, Low Fat, etc.)



Rating
(10 Reviews)

Ingredients
1 tablespoon McCormick® Italian Seasoning
1 1/4 teaspoons McCormick® Season-All Seasoned Salt 3
1 teaspoon McCormick® Garlic Powder
1/4 cup olive oil
1 tablespoon lemon juice
4 boneless skinless chicken breast halves

Directions
1. Mix seasonings, oil and lemon juice in small bowl. Place chicken in large resealable plastic bag or glass dish. Add marinade; turn to coat well.

2. Refrigerate 30 minutes or longer for extra flavor. Remove chicken from marinade. Discard any remaining marinade.

3. Broil on high or grill over medium heat 5 to 7 minutes per side or until chicken is cooked through. Garnish with lemon wedges.
Nutrition Information per 1 serving

Nutritional Information
For 1 serving
Calories: 223, Sodium: 495 mg, Fat: 15 g, Carbohydrates: 1 g, Cholesterol: 51 mg, Fiber: 1 g, Protein: 21 g

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www.mccormick.com

1 « Go Back Print

Annotations

1 Go Back Navigation Link and Print Button

Rules: A "<< Go Back" link (which takes users back to the recipe page) and "Print" button will be placed at the top and bottom right corners of this page. Note that these items will not actually pass to the printer, they will be hidden in CSS.

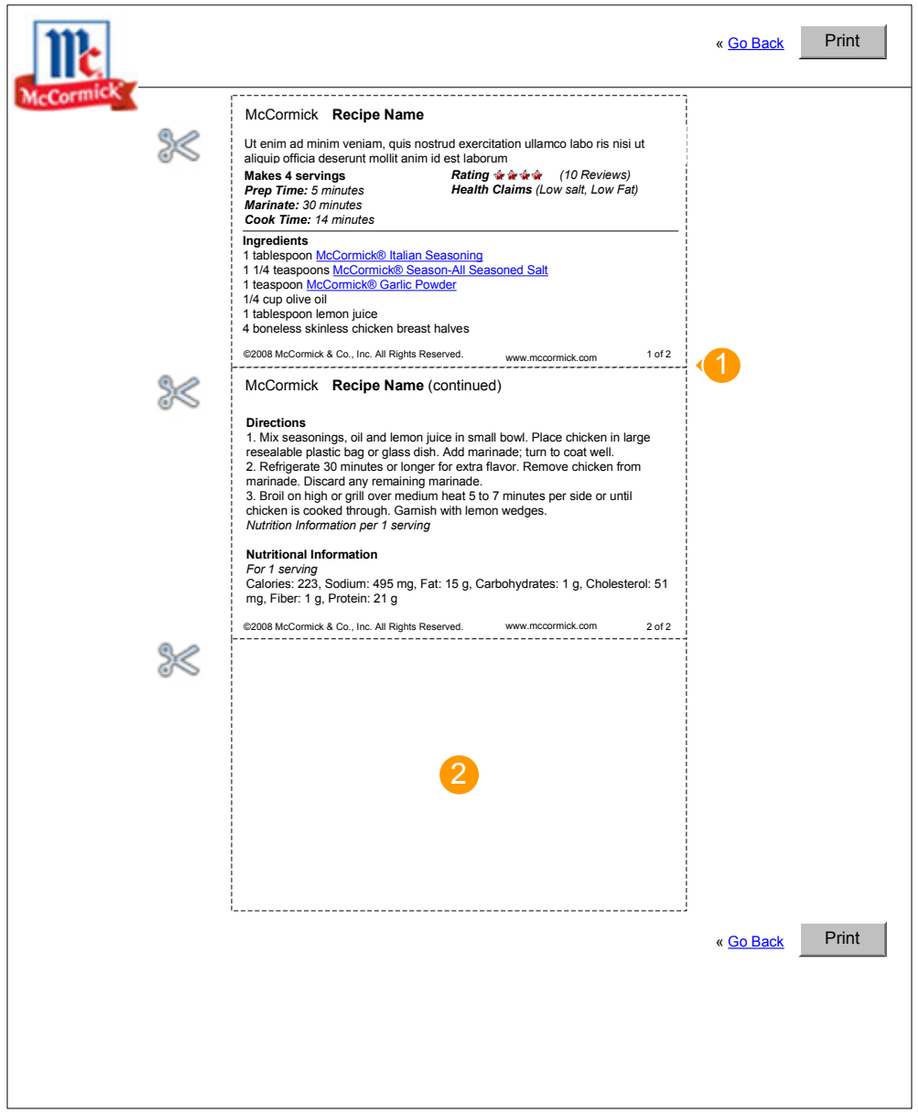
2 Page Center

Rules: General Information Block: Content includes:

- Recipe Name
- Recipe Thumbnail (if available)
- Rating
- Description (Note: Variations/notes will reside here)
- Servings
- Prep Time
- Marinade Time (if applicable)
- Refrigerate (if applicable)
- Cook Time
- Healthy Living Items (Shaking Salt, etc.)
- Ingredients
- Directions (which may include variations and Test Kitchen Tips)
- Nutritional Information (Placement of Nutritional Information may change once the creative team begins working on the comps)

3 Page links

Rules: The links are still actionable on this page, but the CSS should control the print style. The links should not be colored and underlined in the Print CSS.



Annotations

1 Dashed Boarder

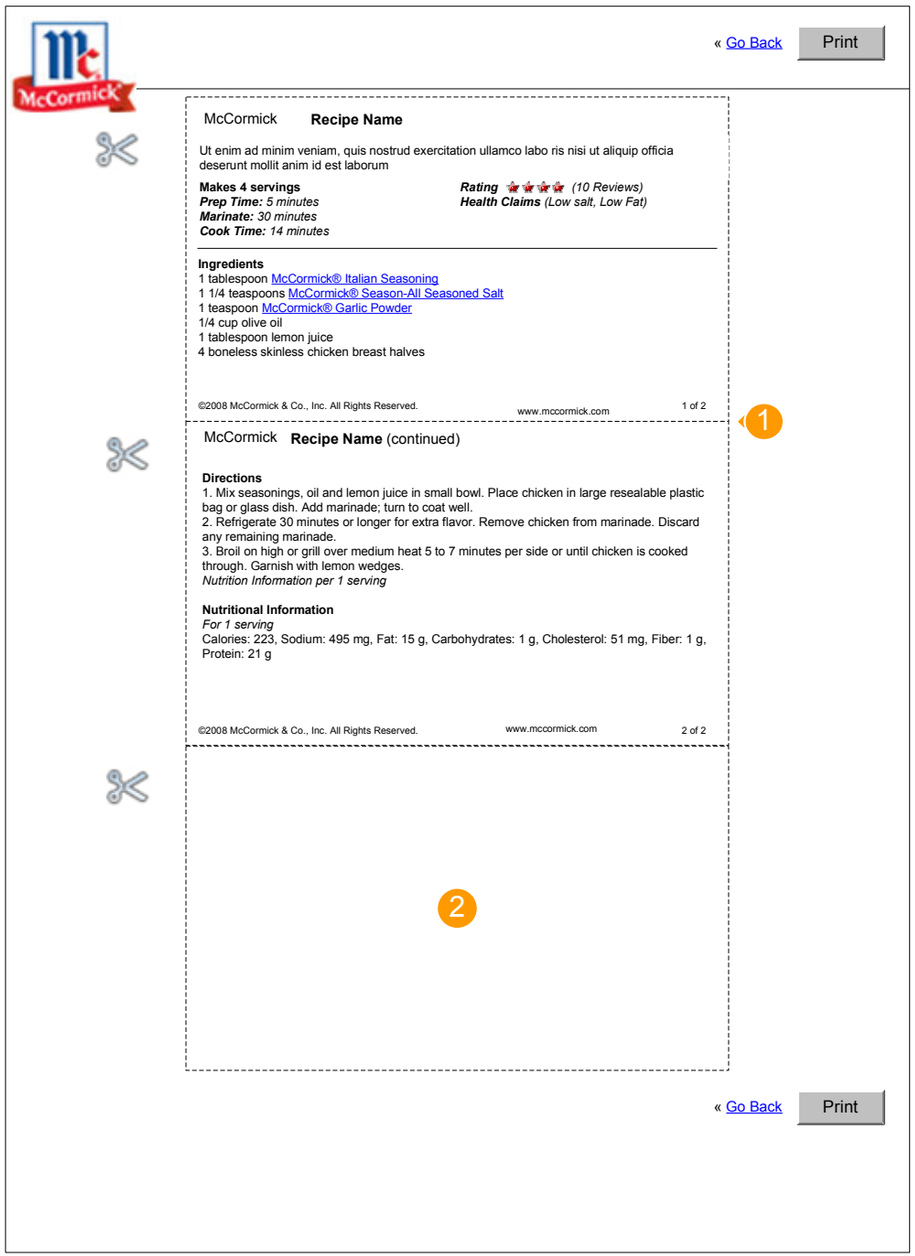
Rules: Similar to most competition, users are to print the recipe out and cut along the dashed lines to add this 3x5 recipe card to their personal collection

2 Long Recipes

Rules: Long recipes can flow onto additional recipe card pages. The Recipe name is shown along the top of each block with the word “continued” on 2-N blocks. This recipe card box is reflected in the wireframe for representative purposes only. If the recipe content only fills two recipe card boxes, the third box will not appear. In addition, the “Go Back” link and “Print” button will slide up under the second box.

3 Print Specifications

Rules: Refer to SCR_016



Annotations

1 **Dashed Boarder**

Rules: Similar to most competition, users are to print the recipe out and cut along the dashed lines to add this 4x6 recipe card to their personal collection

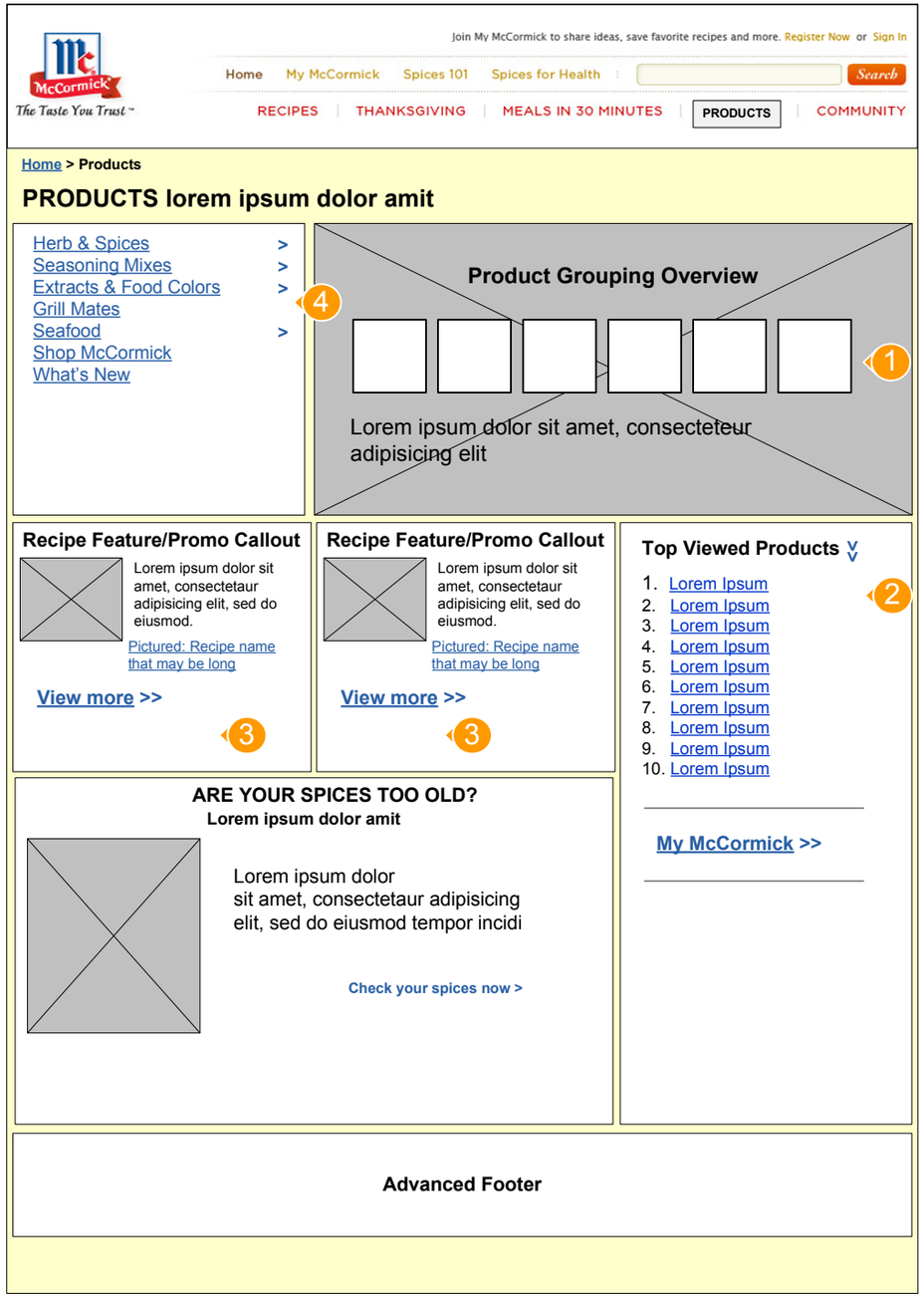
2 **Long Recipes**

Rules: Long recipes can flow onto additional recipe card pages. The Recipe name is shown along the top of each block with the word “continued” on 2-N blocks. This recipe card box is reflected in the wireframe for representative purposes only. If the recipe content only fills two recipe card boxes, the third box will not appear. In addition, the “Go Back” link and “Print” button will slide up under the second box.

3 **Print Specifications**

Rules: Refer to SCR_016

PRODUCT PAGES



Annotations

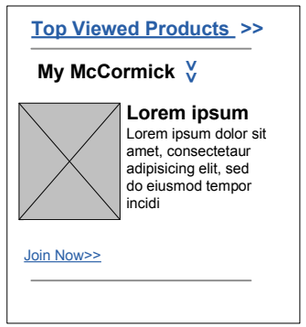
1 Product Grouping Overview

Rules: This area provides the ability to create an interactive overview approach for each product grouping. This also provides an alternate navigation solution to each product grouping landing page.

Visual Product Navigation
This area will create a way for users to explore and browse the main product categories in a unique way. The purpose of this area is to make users more aware of the products for in store recognition as well as allow for a visual way to navigate the breadth of the McCormick product line.

2 Open/Close Callouts

Rules: Top Viewed Recipes, My McCormick, and Cooking Tools & Tips are grouped with Top Viewed Recipes "open" by default. If a user mouse's over another header, the new section opens and closes the other section.



3 Product Feature/Promo Callouts

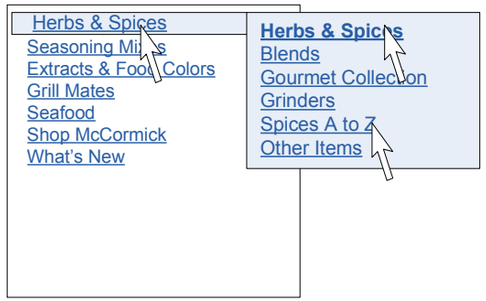
Rules: Providing an additional product features/promo callouts provides additional flexibility to feature content or promotions as needed. Topics that may be included in these callouts could be: Fresh Flavor, Shop McCormick, etc.

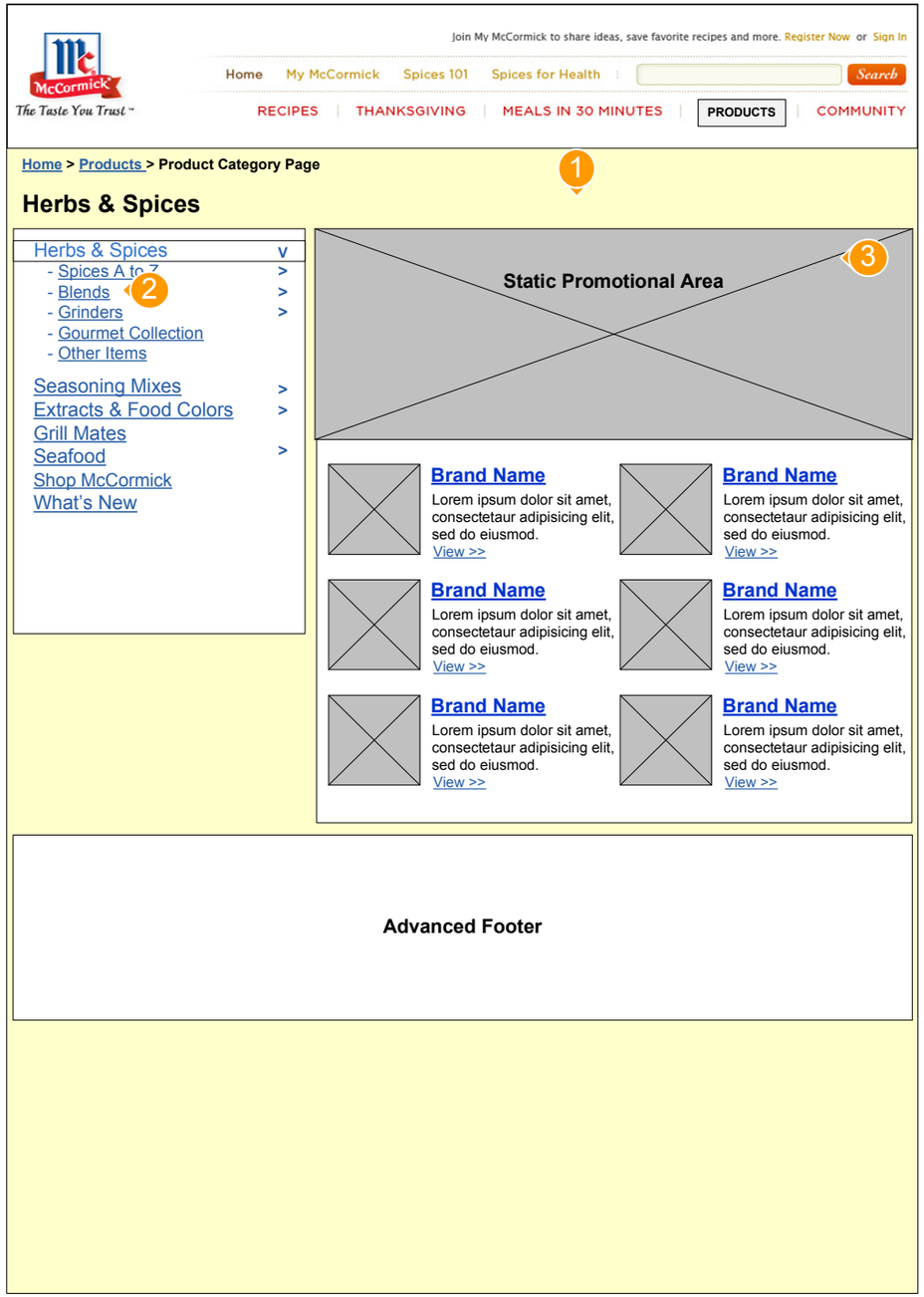
4 DHTML Left Navigation

Rules: This navigation provides users a quick view of all the main Product Category pages and corresponding sub-pages; therefore, allowing users to choose their preference for searching.

In this example, when users mouse over Herbs & Spices, they see the "Herbs & Spices" Product Category page and all corresponding sub-pages listed in the DHTML window.
Users can click on the Herbs & Spices page link
- In the left navigation
- Or at the top of the DHTML navigation

Users may also view and link directly to any of the Brand Landing pages within the Herbs & Spices product category.





Annotations

1 Page Overview

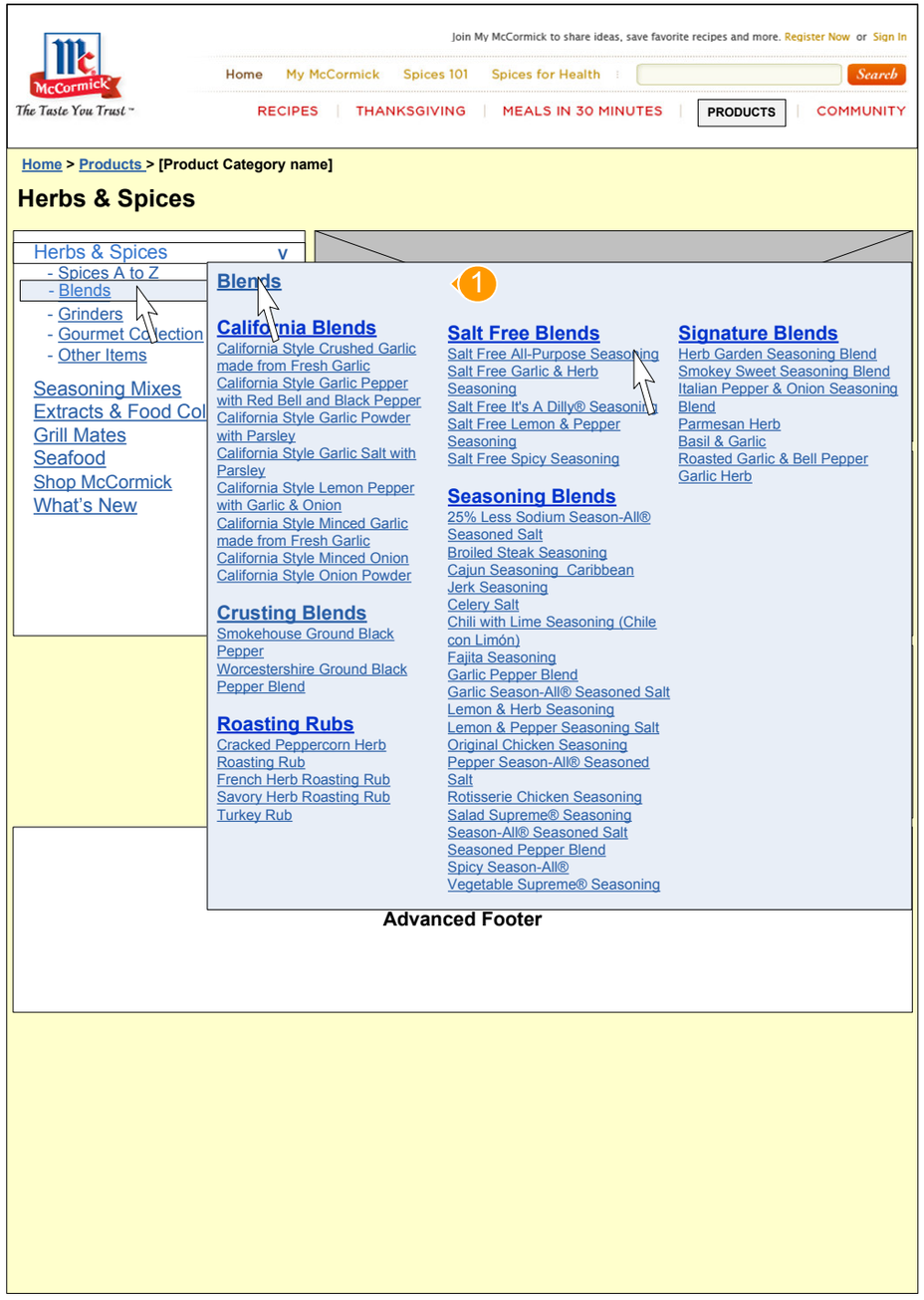
Rules: This page lists all the items in the sub navigation (all the Brands within the Category) with a corresponding thumbnail, description and link to SCR_078 Blends.

2 Blends Exception

Rules: Since Blends are further categorized (and an alphabetical listing is not appropriate), The Blends page is an exception where another Category Page for each Blend is linked from this page.

3 Static Promo Area

Rules: Having a large promotional area at the top right portion of the Product Category page provides McCormick the flexibility to feature product or promotions around a specific product.



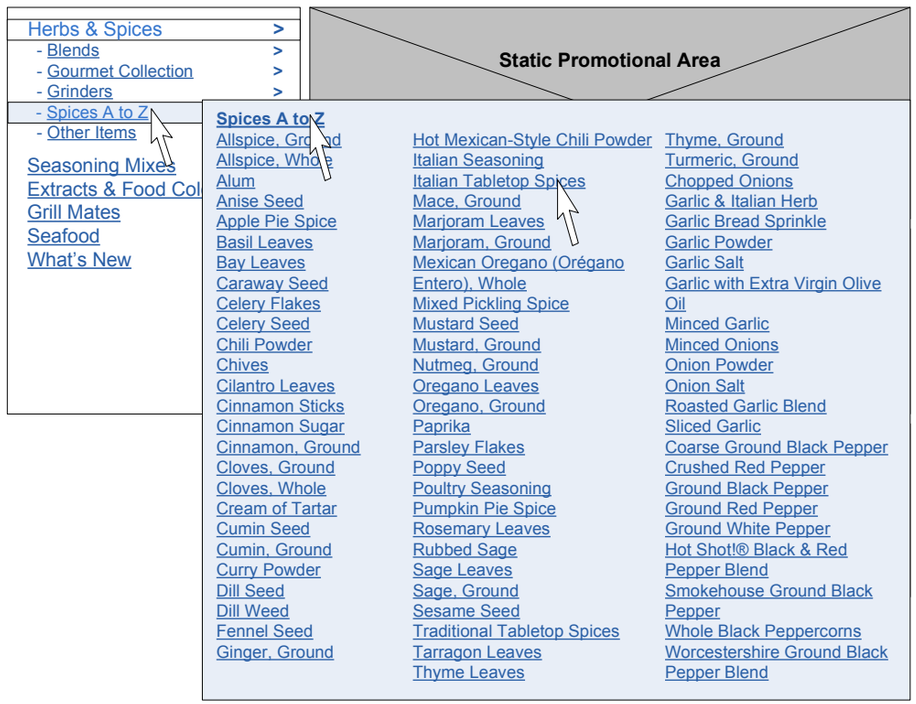
Advanced Footer

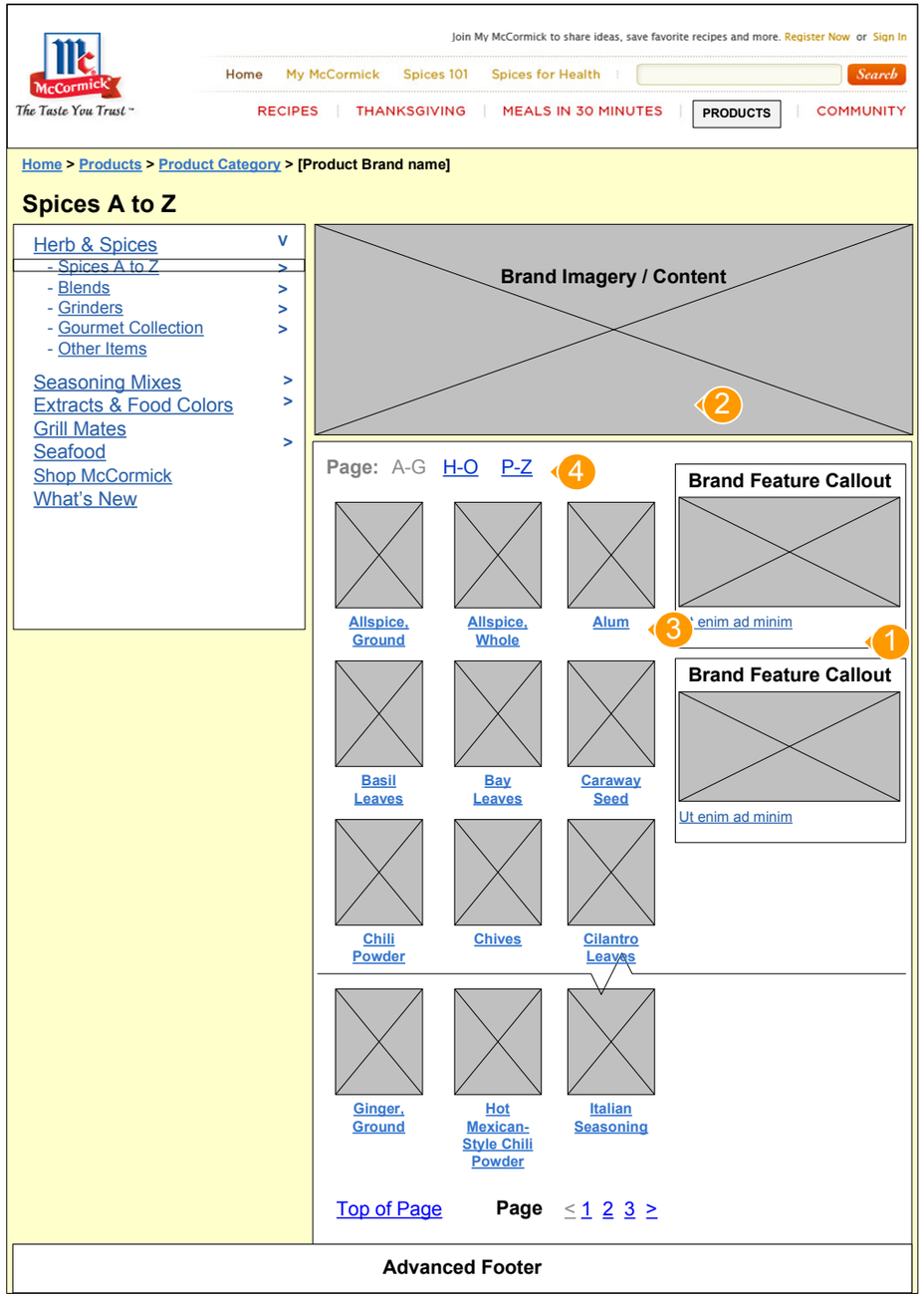
Annotations

1 DHTML Navigation

Rules: In this example, users can click on the Blends link in the left navigation or the top of the DHTML navigation. Users may also view and link directly to any of the product brand pages within Blends – or view and link directly to any of the product detail pages within this section.

Another view of the Product Category DHTML navigation.





Advanced Footer

Annotations

1. **Brand feature callouts**

   Rules: Providing two brand callouts provides additional flexibility to feature products or promotions as needed.

2. **Brand imagery/content block**

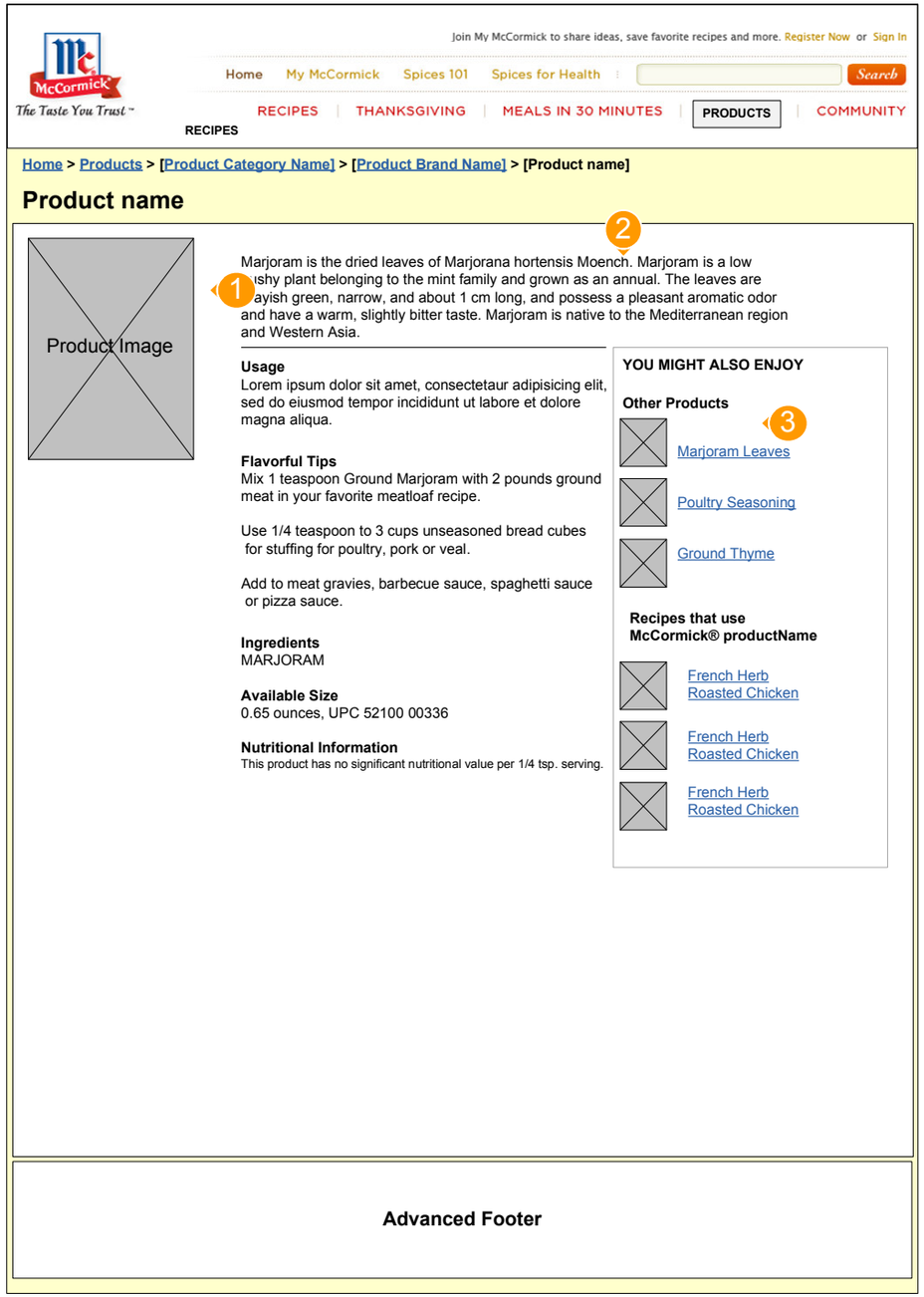
   Rules: Having a brand imagery area at the top right portion of the Brand Landing page provides McCormick the flexibility to feature products or promotions as needed.

3. **Products**

   Rules: Product thumbnails (65 x 65) with links to each respective products will be displayed on this page.
   Each page can contain up to 30 products/thumbnails
   Spices A to Z contains more than 70 products and will require three pages as reflected in this wireframe.

4. **Spice Range**

   Last Modified: June 16, 2008
   Rules: The letter ranges correspond to the spices on each page. Additional pagination by letter grouping allows a user to quickly navigate to the correct page. This is only applicable for products that span multiple pages.



Annotations

1 Product Photography

Rules: A 225x225 product image will be placed on the page, providing users an enhanced view of the product.

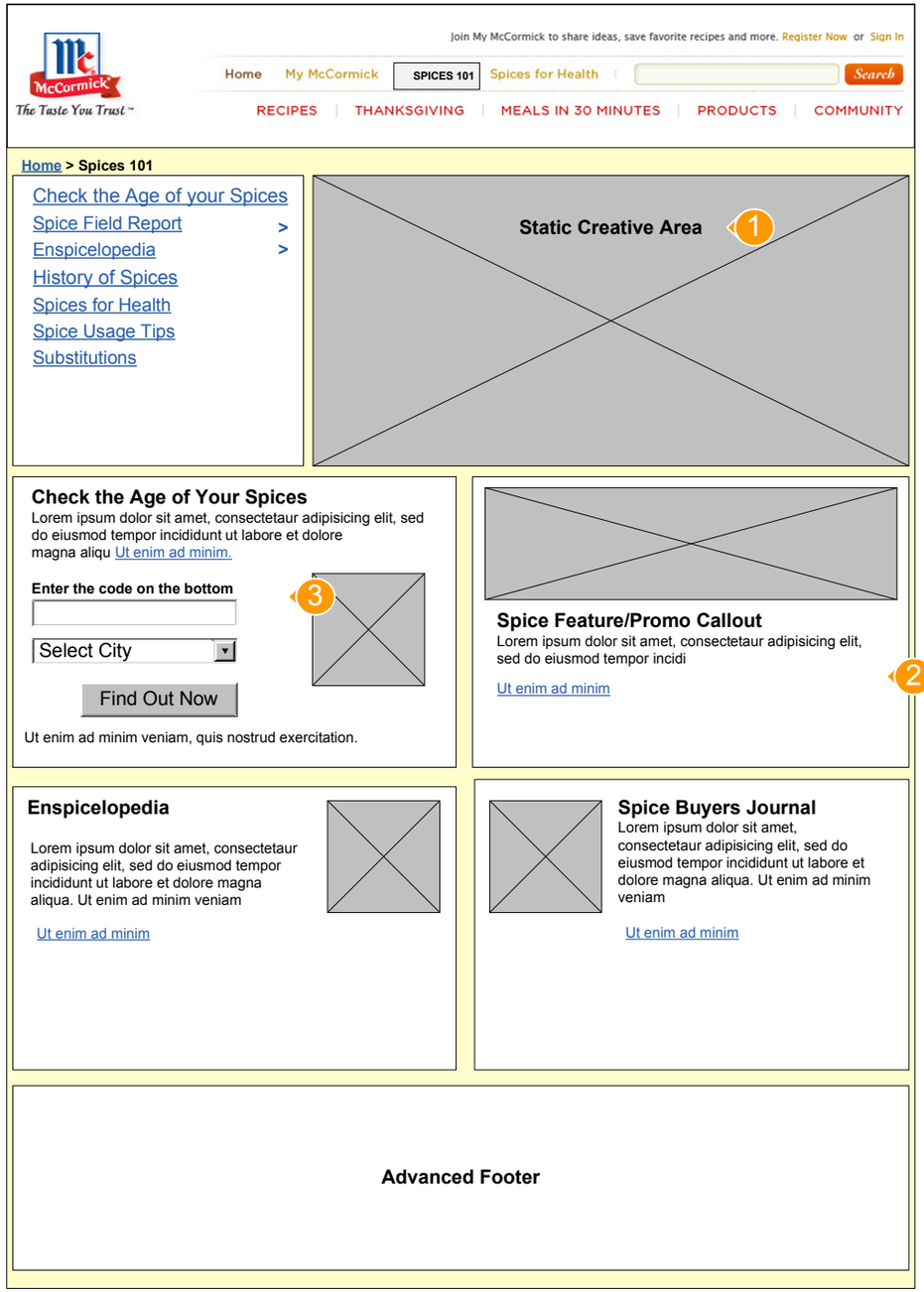
2 Page Content

Rules: General Information Block: The following information is best reflected in the central part of the page for consistency of experience and ease of use. Content includes:
Product Name
Product Description
Usage
Flavorful Tips
Ingredients
Available Size
Nutritional Information

3 You might also enjoy

Rules: This section is positioned the right column for consistency. It includes:
Other Products (Optional section)
- McCormick may manually select up to 3 products for each Product Detail page via the CMS. Each Product can be represented with a thumbnail image.
- If no corresponding products are selected for this page, this section will not appear and the “Recipes that use McCormick® productName” will slide up Recipes that use McCormick® productName
- Up to 3 recipes that use this product will be dynamically listed in this section.

SPICES 101



Annotations

1 **Static Creative Area**

Rules: Having a large creative area at the top right portion of this page provides McCormick the flexibility to feature spices or promotions as needed. At launch, this static creative area will be either a callout to enter the Spice Check Challenge Sweepstakes or A callout to check the age of your Holiday Spices.

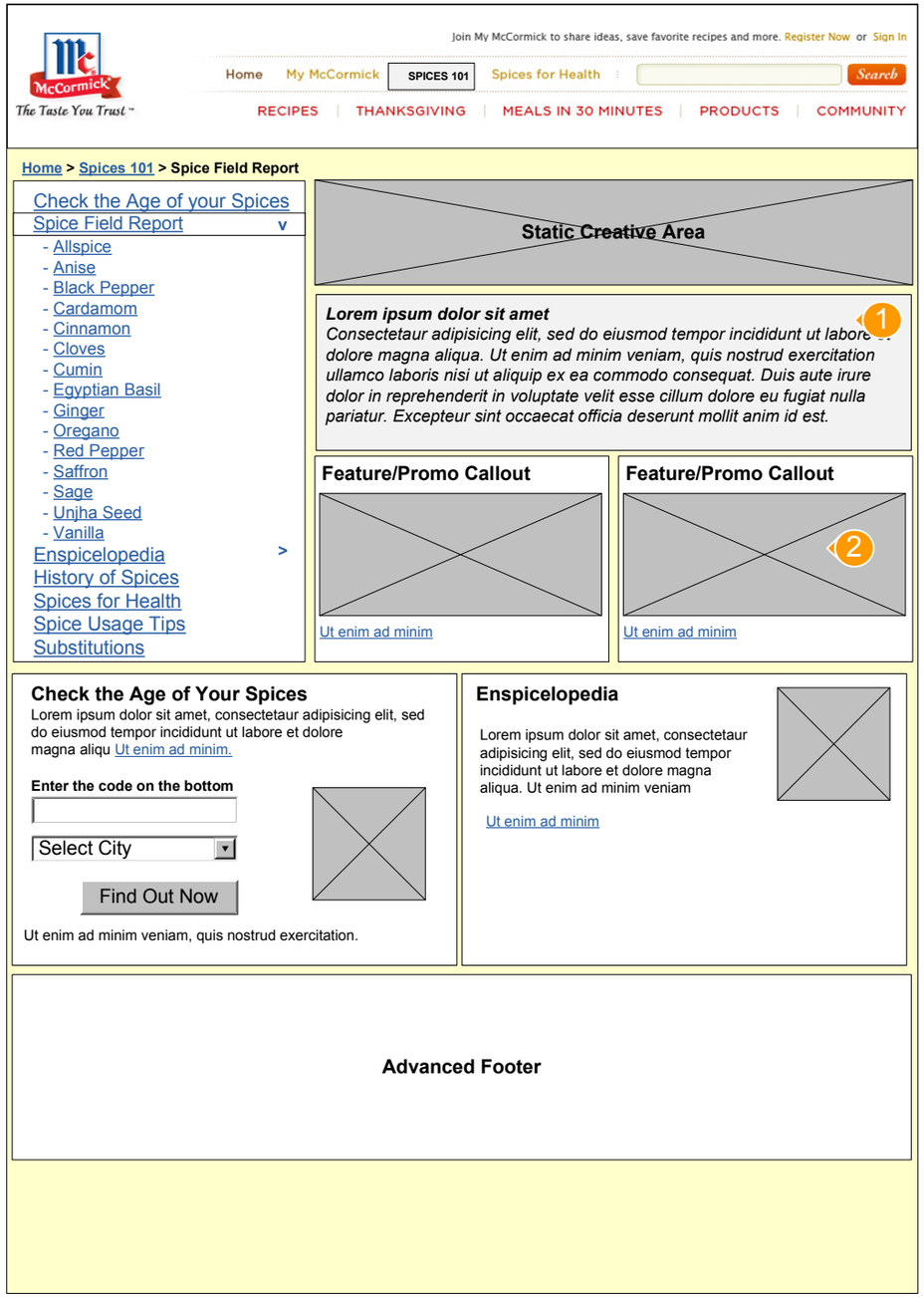
2 **Spice Feature/Promo Callouts**

Last Modified: June 23, 2008

Rules: Creating three additional callouts provides additional flexibility to feature content or promotions as needed. A callout will be dedicated to the Enspicelopdia, and another will be dedicated to the Spice Buyers Journal.

3 **Check the age of Your Spices Callout**

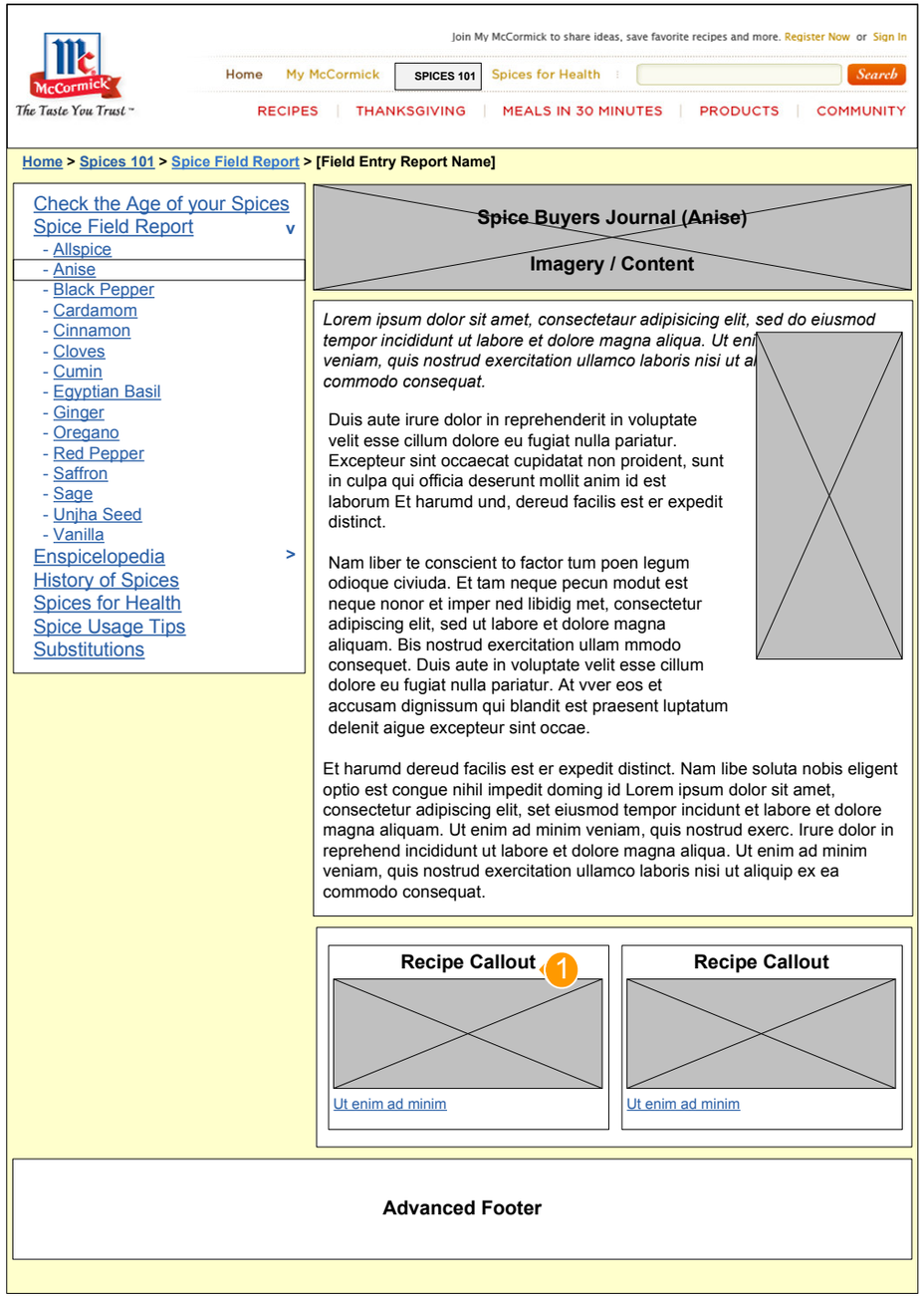
Rules: A dedicated callout, passes Information to the Check the Age of Your Spices page. The user can proceed directly to Check the age of Your Spices Page as well, without filling out the form.



Annotations

1 **Content Area**
Rules: Body copy gives an overview of the Spice Field Report section.

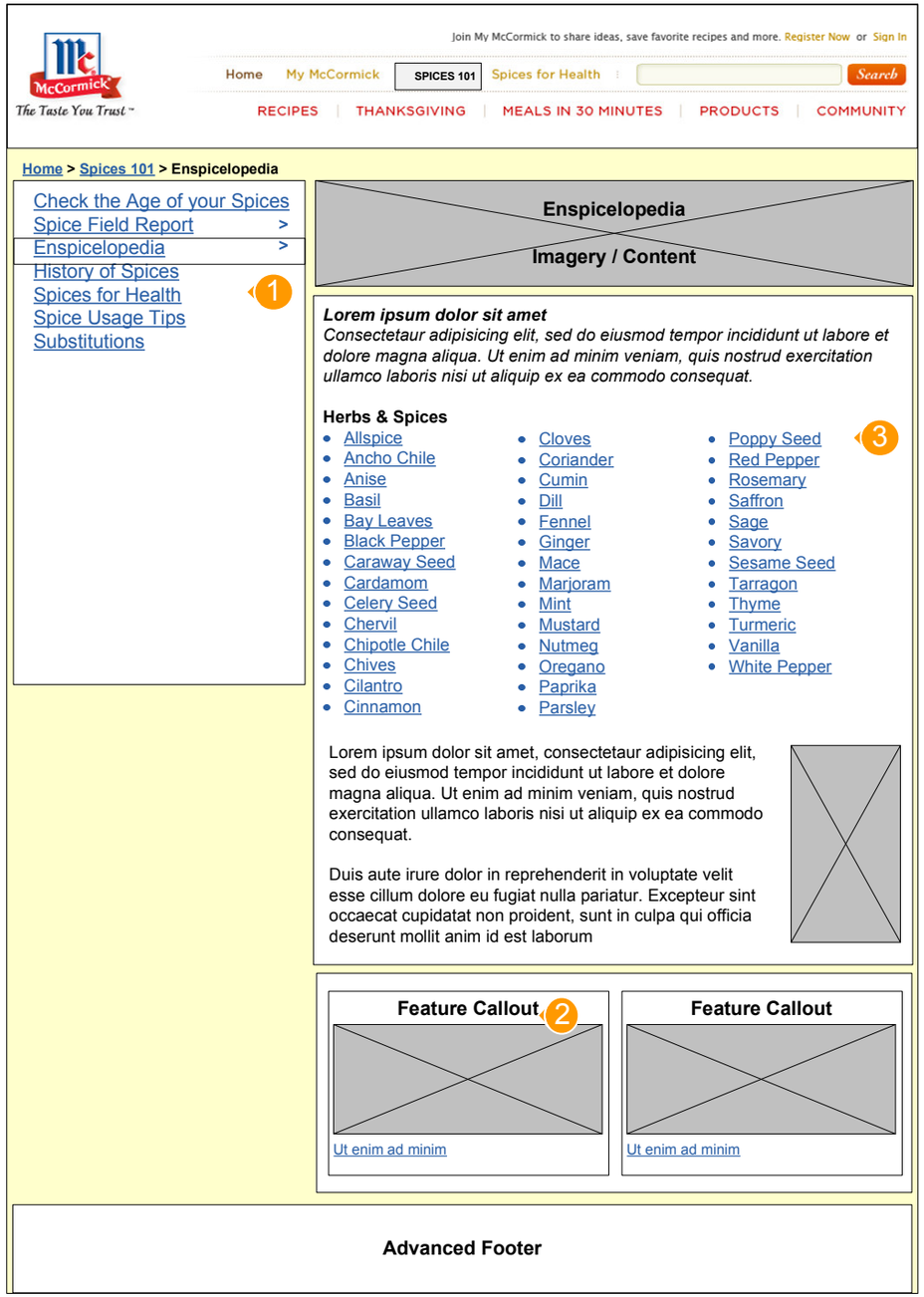
2 **Feature/Promo Callouts**
Rules: Incorporating two callouts on this page provides the flexibility to highlight Spices for Health, top field reports or any other key promotional information.



Annotations

1 **Feature callouts**

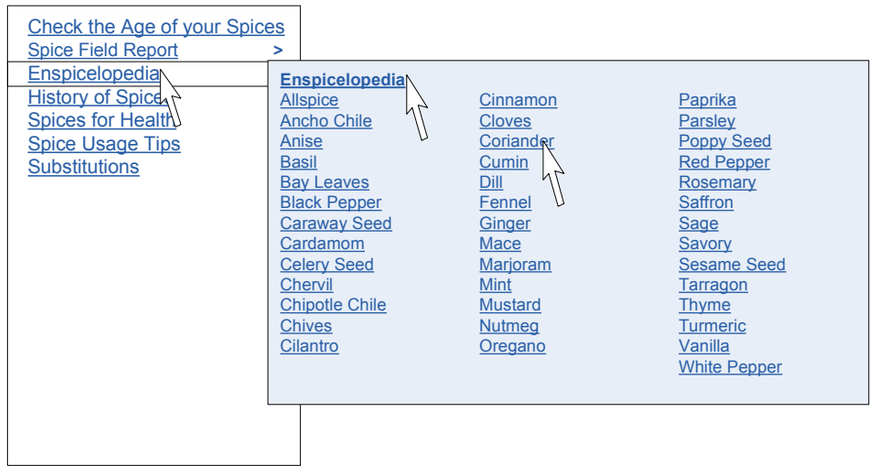
Rules: Providing two feature callouts provides additional flexibility to feature content as needed, such as recipes using this spice, other key spice field reports, or other Spices 101 content.



Annotations

1 DHTML navigation

Rules: Because of the number of existing – and possible future sub-pages within Enspicelopedia, sub-pages will not be reflected in the left navigation within the Enspicelopedia section. (This is the one exception to the rule of showing sub-pages in the left navigation.) However, users will have easy access to all sub-pages within this section from the Enspicelopedia page, as well as the DHTML navigation as reflected below.

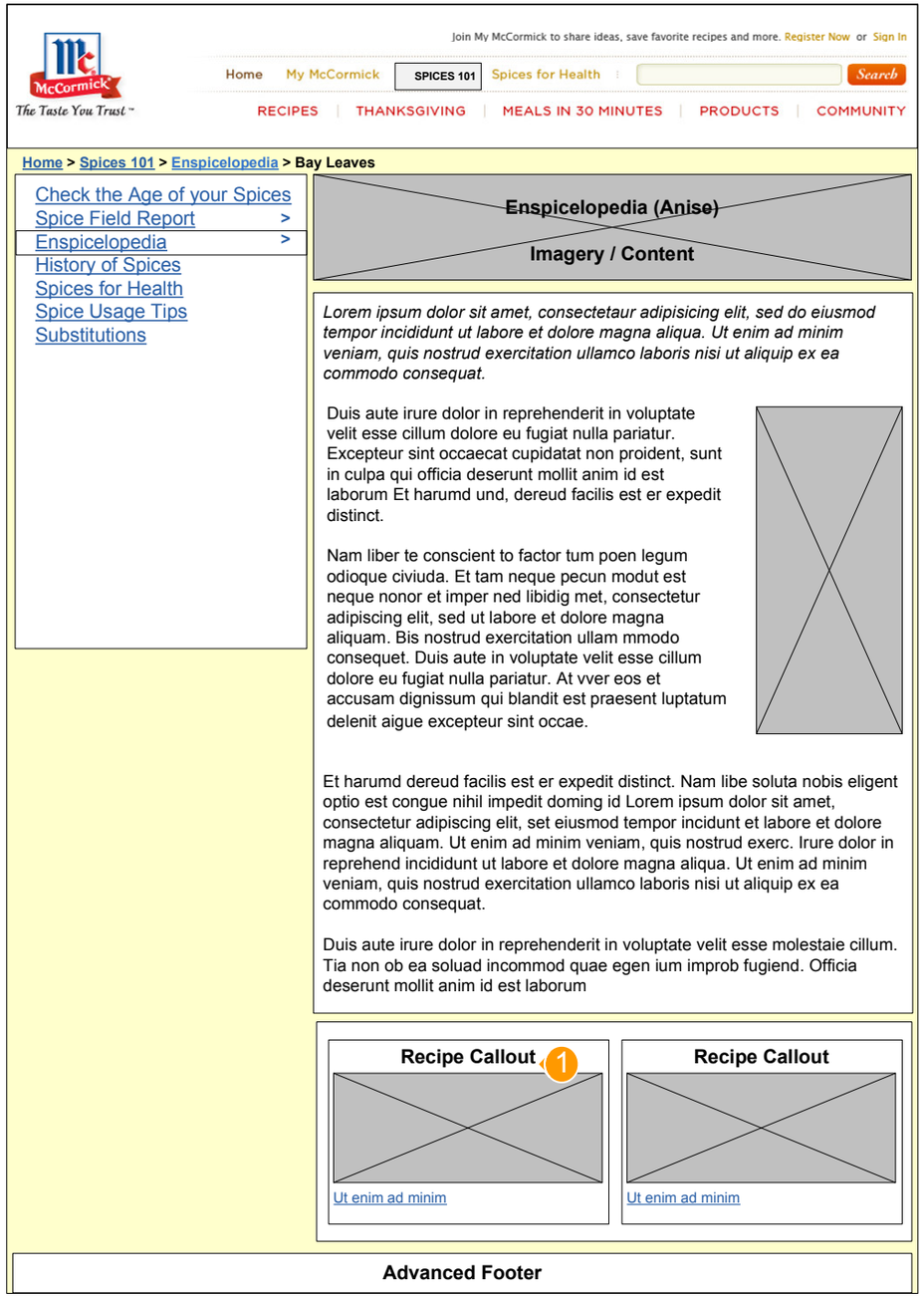


2 Feature callouts

Rules: Having two feature callouts provides additional flexibility to feature herbs & spices, the history of spices, spice field reports, or promotions as needed.

3 Herbs & Spices

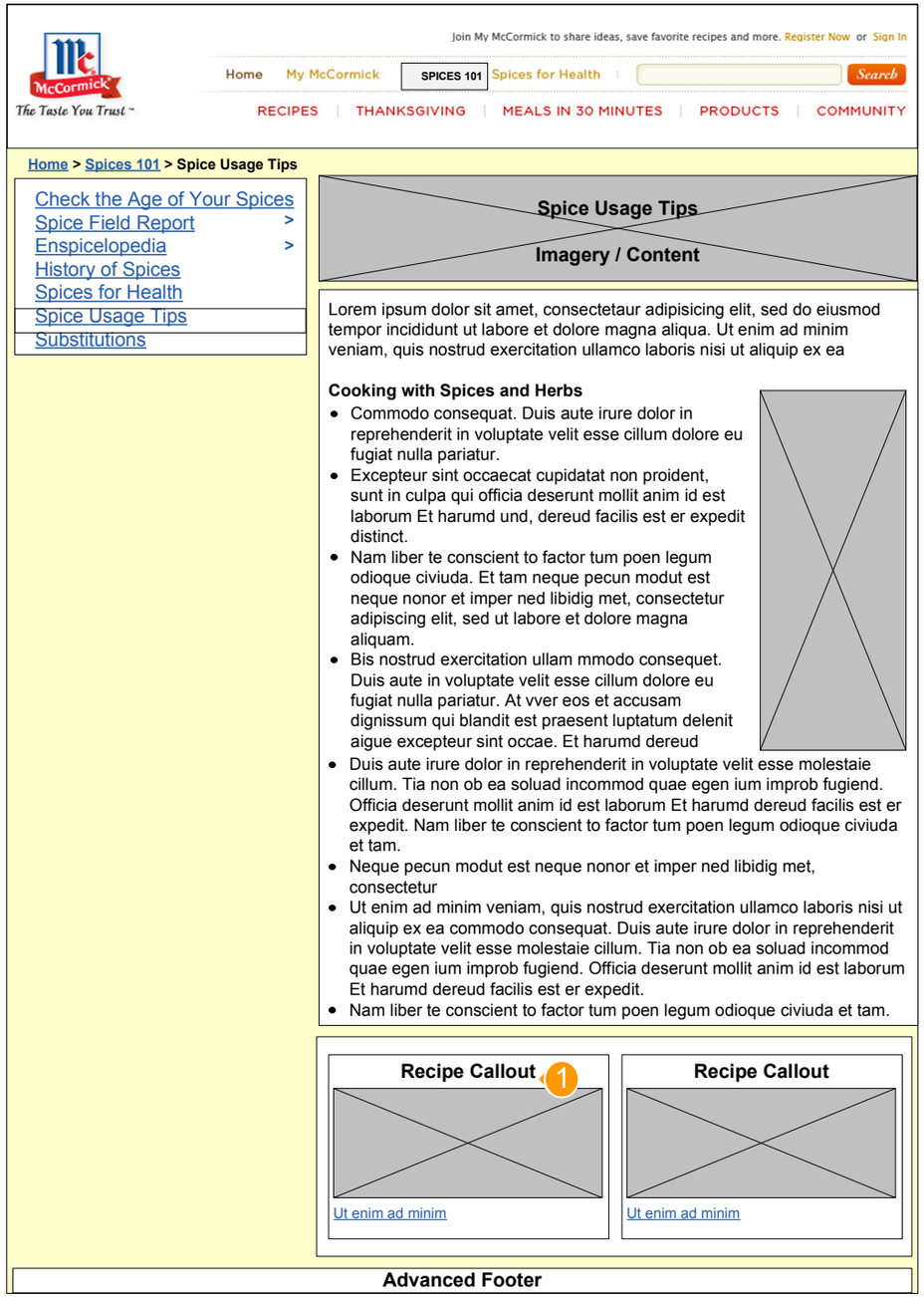
Rules: Listing all herbs & spices that are featured in the spice encyclopedia in the center of this page provides an additional user-friendly, scalable navigation solution.



Annotations

1 **Feature callouts**

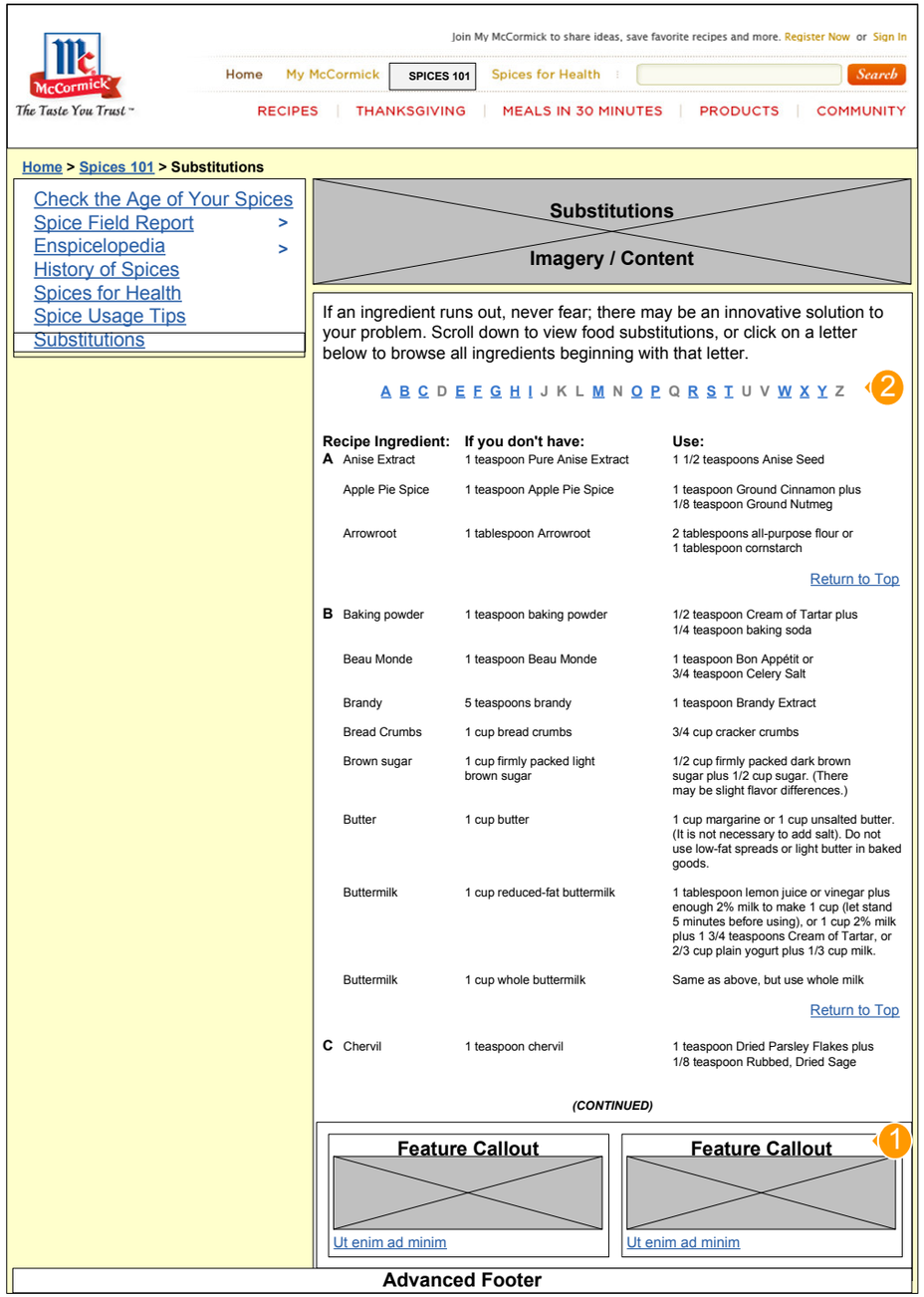
Rules: Providing two feature callouts provides additional flexibility to feature content as needed, such as recipes using this spice, other key Enspicelopedia spices & herbs, or promotions as needed.



Annotations

1 **Spice Usage Tips feature callouts**

Rules: Providing two feature callouts provides additional flexibility to feature spices, other Spices 101 content, or promotions as needed.



Annotations

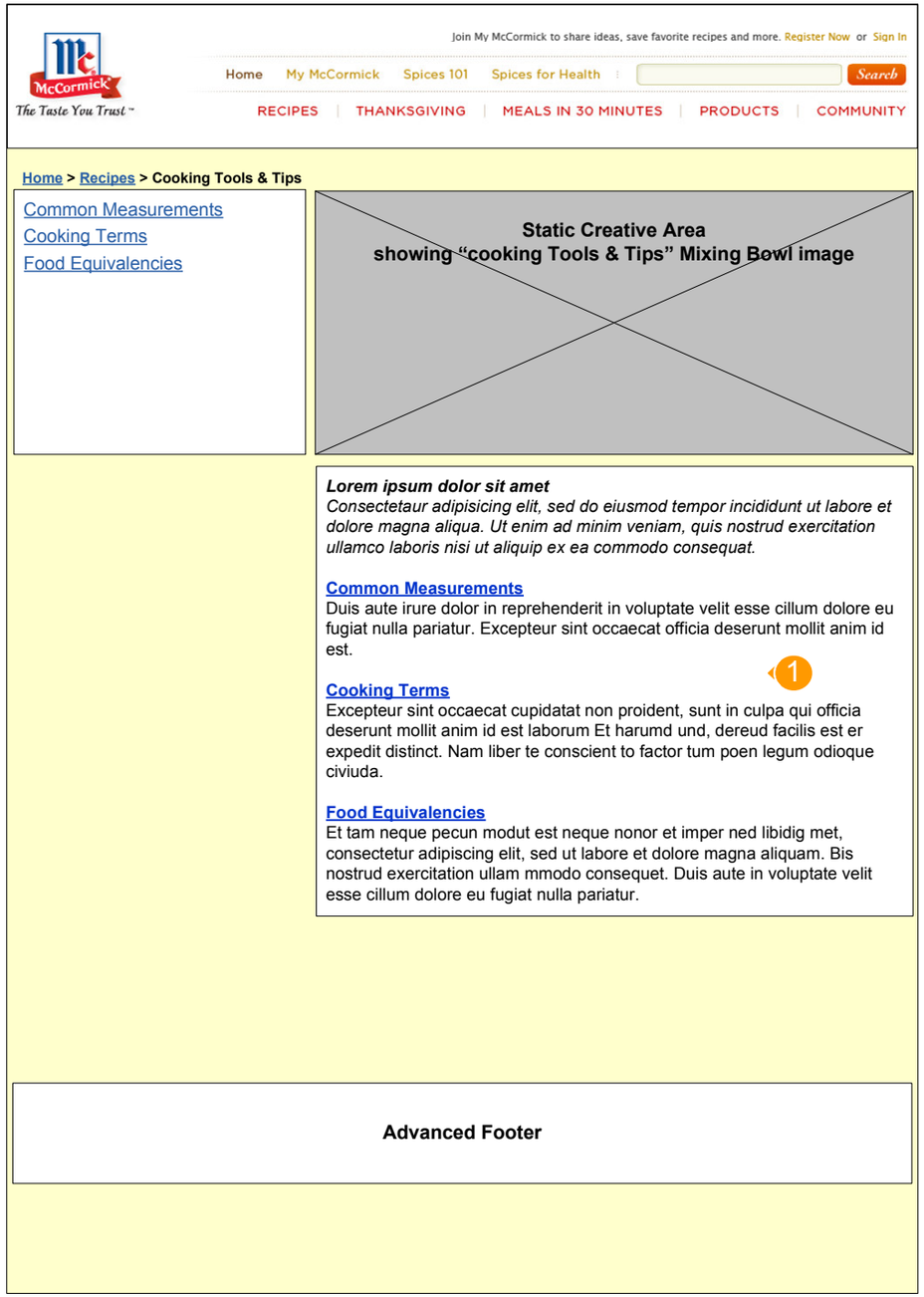
1 **Feature callouts**

Rules: Providing two feature callouts provides additional flexibility to feature other Spices 101 content or promotions as needed.

2 **Anchored Index Navigation**

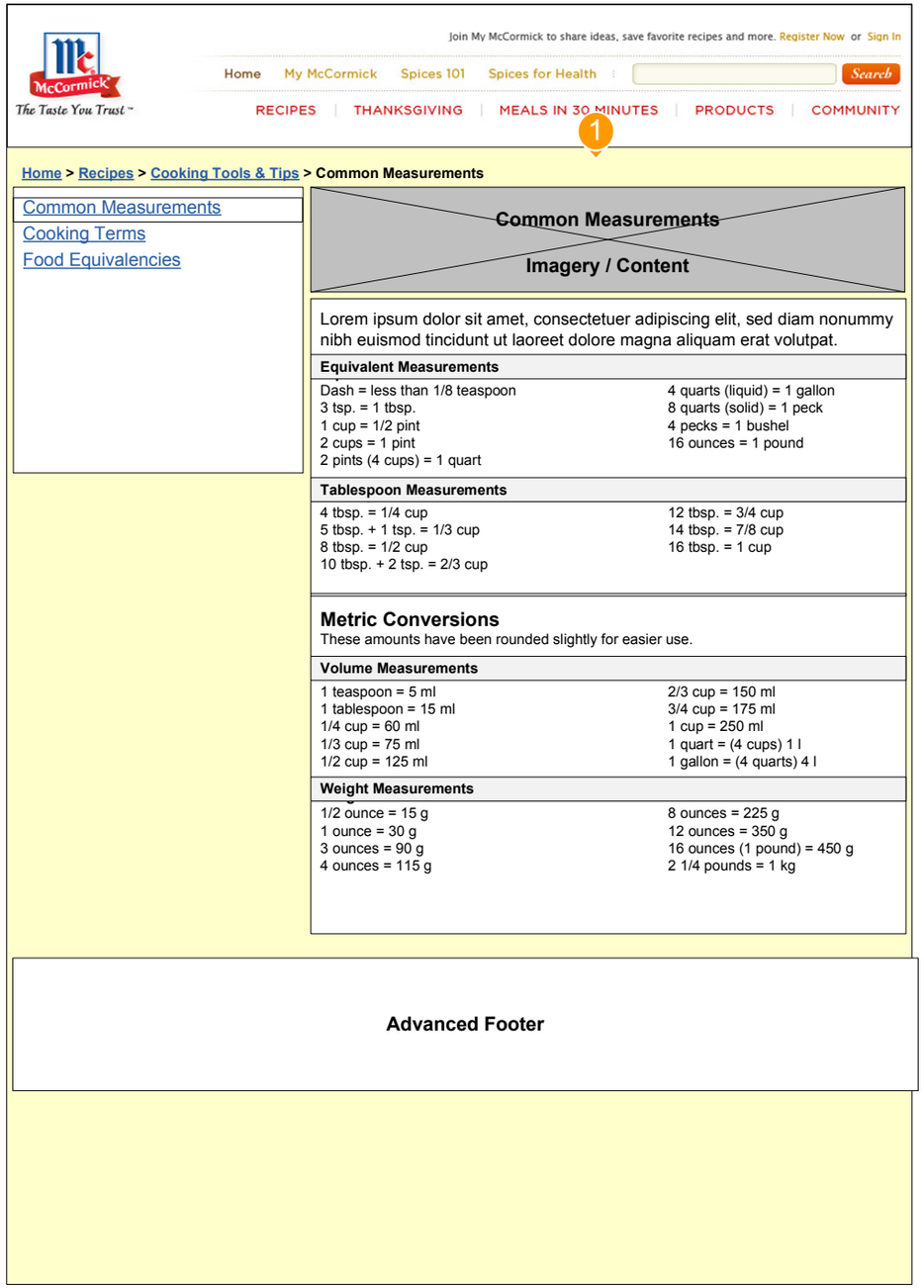
Rules: Users may scroll the entire page to view food substitutions, or click on a letter to browse all ingredients that begin with that letter. Only those letters that have content that begin with that letter will hyperlinked.

Cooking Tools & Tips



Annotations

1 **Content Area**
Rules: This content area provides McCormick the ability to briefly describe to users what they can expect within this section.

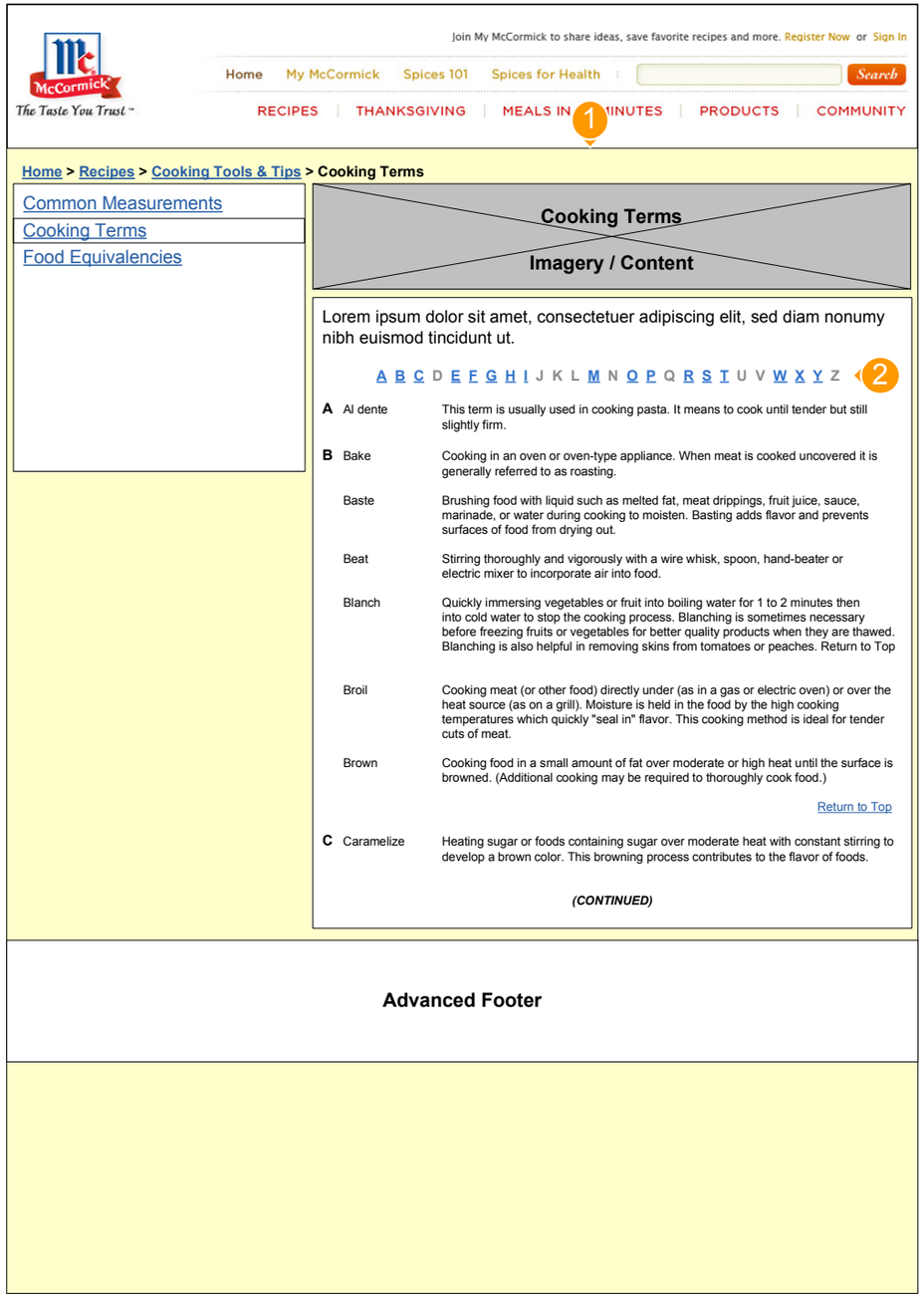


Annotations

1 **Page Overview**

Last Modified: July 11, 2008

Rules: Common Measurements are listed below in one page.



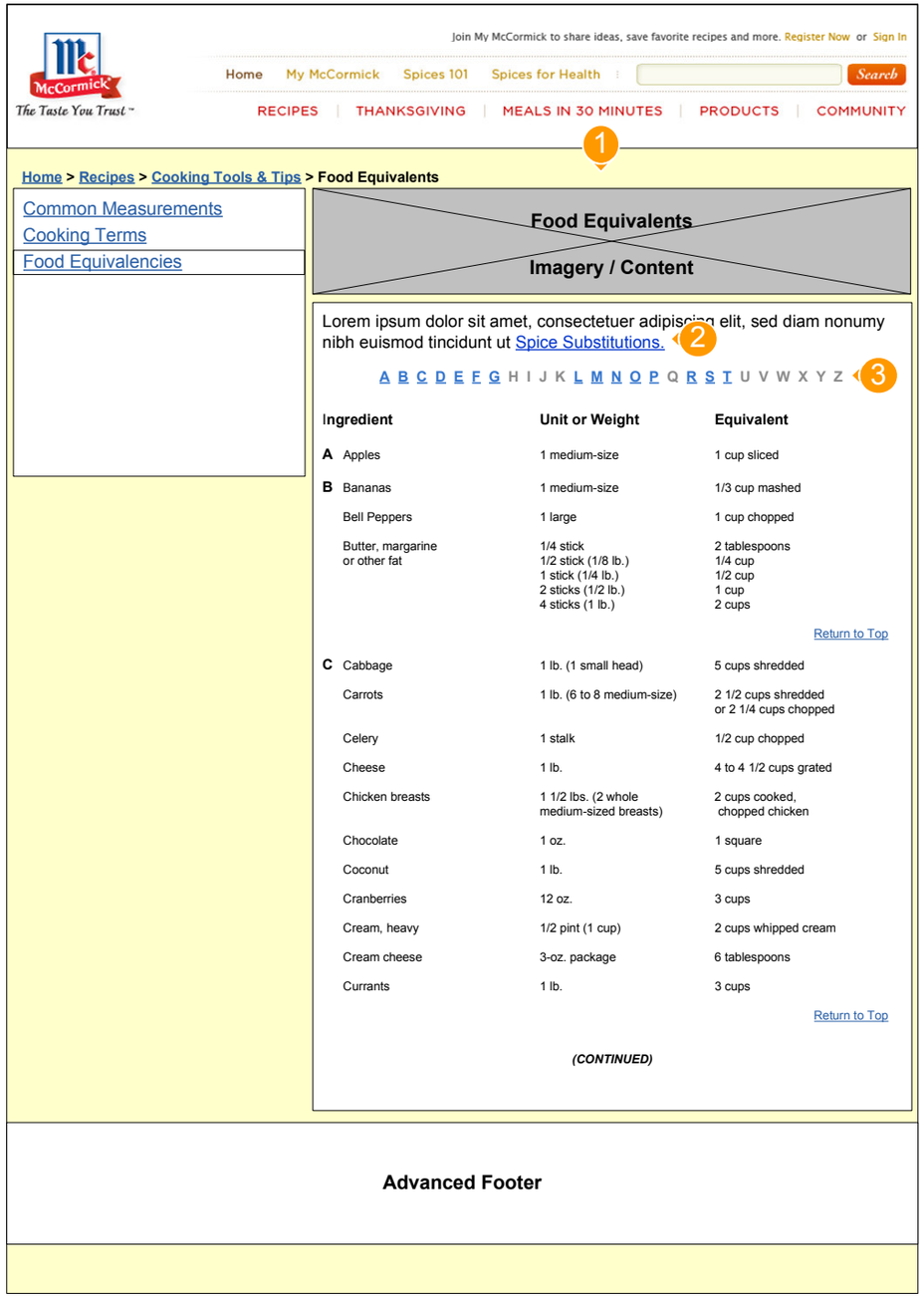
Annotations

1 **Page Overview**

Last Modified: July 11, 2008
Rules: All the Cooking Terms are listed below in one page, segmented by starting letter.

2 **Anchor Links**

Last Modified: July 11, 2008
Rules: Links to the content below. If a letter is does not have any ingredients, it will not be linked and shown as non-actionable.



Annotations

1 **Page Overview**

Last Modified: July 11, 2008
Rules: All the Food equivalents are listed below in one page, segmented by starting letter.

2 **Spice Substitutions Link**

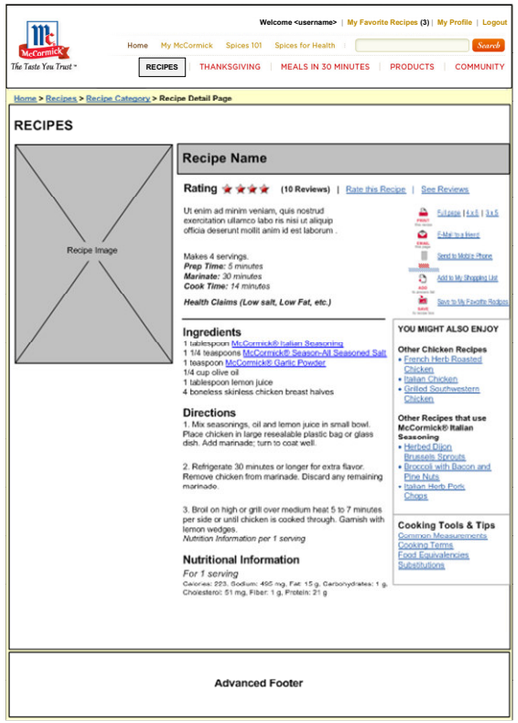
Last Modified: July 11, 2008
Rules: The header includes a link to Spice Substitutions.

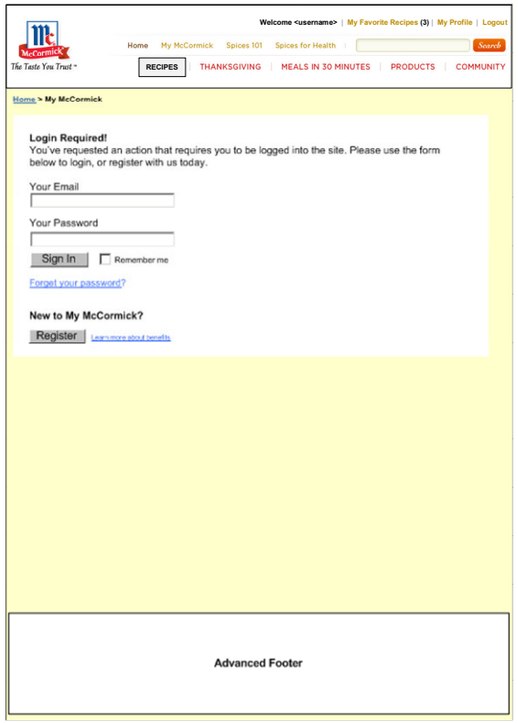
3 **Anchor Links**

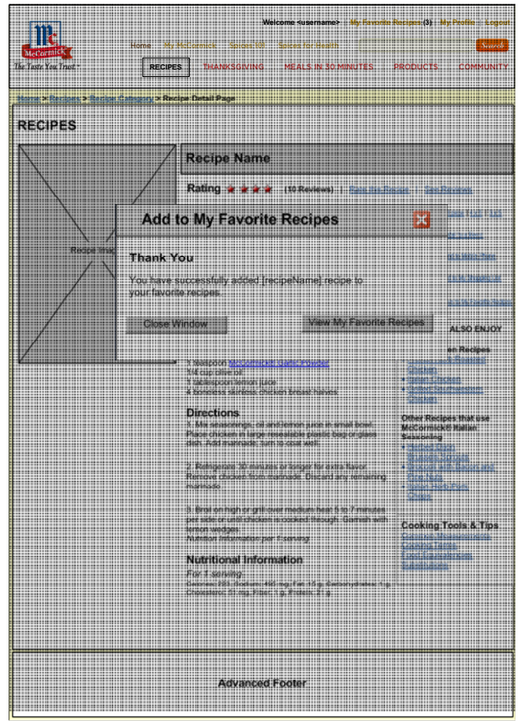
Last Modified: July 11, 2008
Rules: Links to the content below. If a letter is does not have any ingredients, it will not be linked and shown as non-actionable.

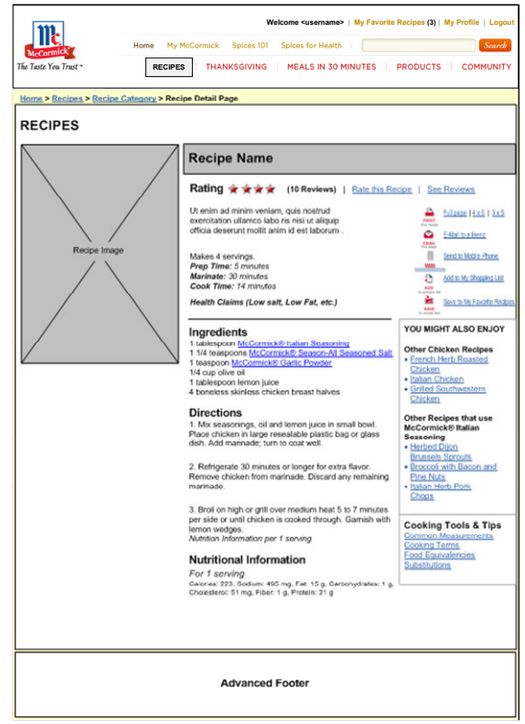
MY McCORMICK

Scenario 1: Member Logs In
Upon triggering the authentication workflow, the user logs in to the site to continue.









View 1 :: Public Recipe Detail

Context
The user has browsed the site and landing on a publicly accessible recipe detail page. The user sees the link "Add this recipe to your favorites."

Action
The user clicks on "Add to Favorites," which triggers a workflow that requires that users be authenticated.

View 2-A :: Authentication

Context
The system has checked authentication and failed, so the use must login using a very simple login/registration screen.

Action
The user submits login information (email address and password) and clicks "Submit."

View 3 :: Process Complete

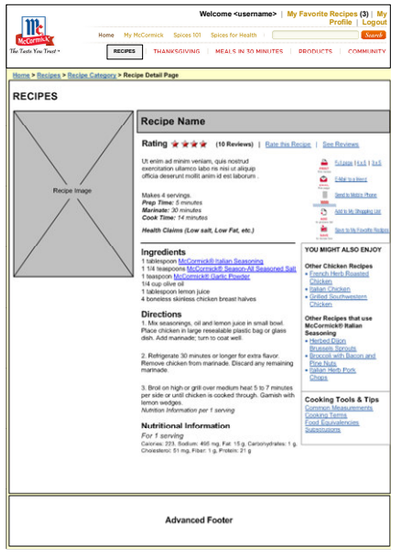
Context
The system has validated the user's login credentials, so the user is authenticated. Because the user is authenticated, the recipe is added to the user's favorites, and the user is brought to the next screen in the process. At this point, the user has 2 options: "Continue Browsing" or "View My favorite Recipes" in My McCormick.

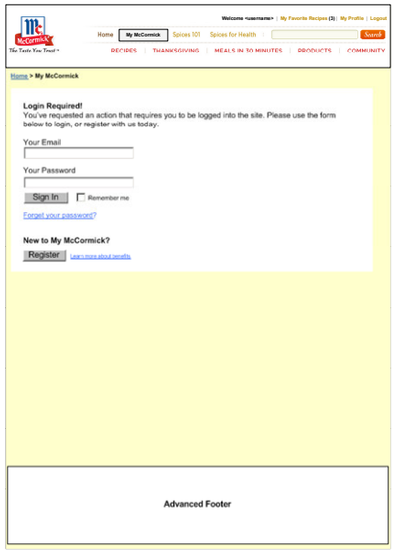
Action
The user is happy with the successful completion of the process and clicks "Close Window."

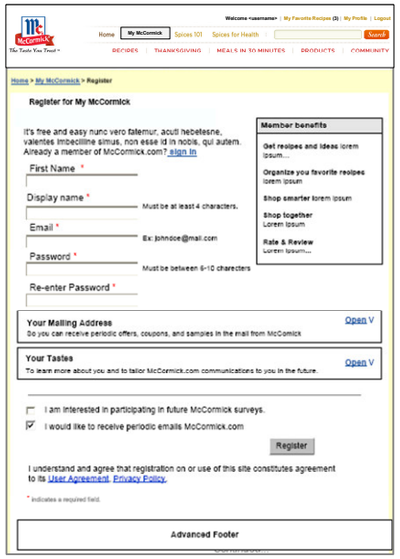
View 4 :: Original View

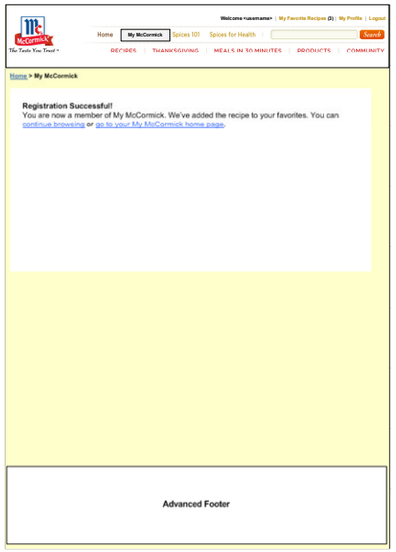
Context
The system has returned the user to the original public recipe detail view. The user remains logged in.

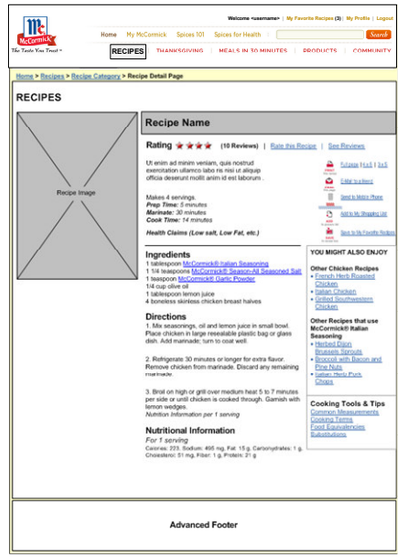
Scenario 2: User Registers
Upon triggering the authentication workflow, the user decides to register with the site.











View 1 :: Public Recipe Detail

Context
The user has browsed the site and landing on a publicly accessible recipe detail page. The user sees the link "Add this recipe to your favorites."

Action
The user clicks on "Add to Favorites," which triggers a workflow that requires that users be authenticated.

→

View 2-B :: Authentication

Context
The system has checked authentication and failed, so the use must login using a very simple login/registration screen.

Action
The user decides to register with the site and become a member. The user clicks on "Register Now."

→

View 3-B :: Registration

Context
The user decides to register with the site, so the registration form is presented.

Action
The user completes the registration form successfully.

→

View 4-B :: Process Complete

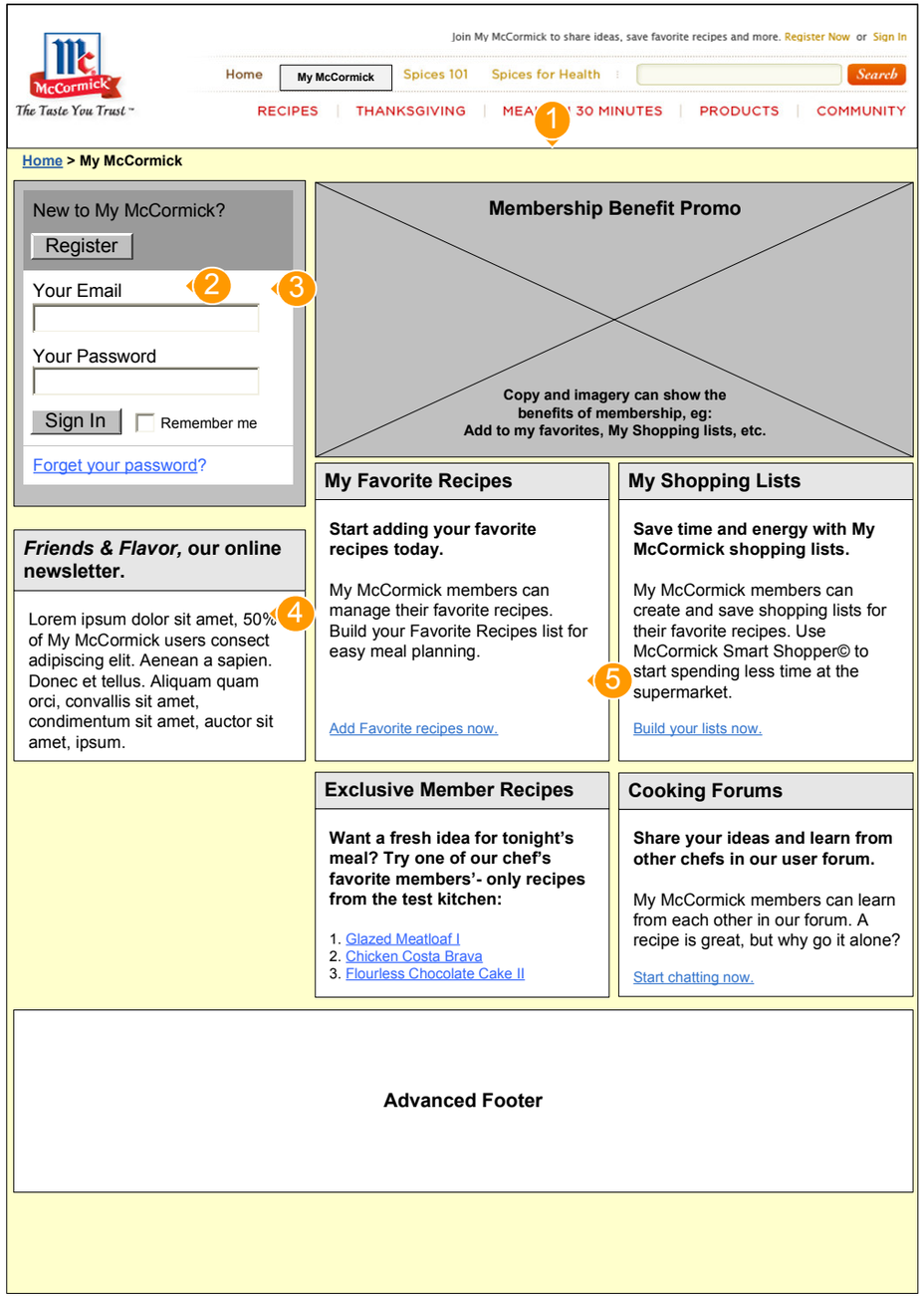
Context
The system has validated the user's registration information and logged in the user for this session. Because the user is authenticated, the recipe is added to the user's favorites. At this point, the user has 2 options: "Continue Browsing" or "Go to My McCormick."

Action
The user is happy with the successful completion of the process and clicks on "Continue Browsing" to return to the initial context that triggered the authentication workflow.

→

View 5 :: Original View

Context
The system has returned the user to the original public recipe detail view.



Annotations

1 Page Overview

Rules: This page portrays the value of membership to non-members through imagery and promo modules.

2 Login

Rules: The My McCormick login module is placed at a common login location (top-left position of the content area of the page). This will also provide a home for the My McCormick navigation.

3 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

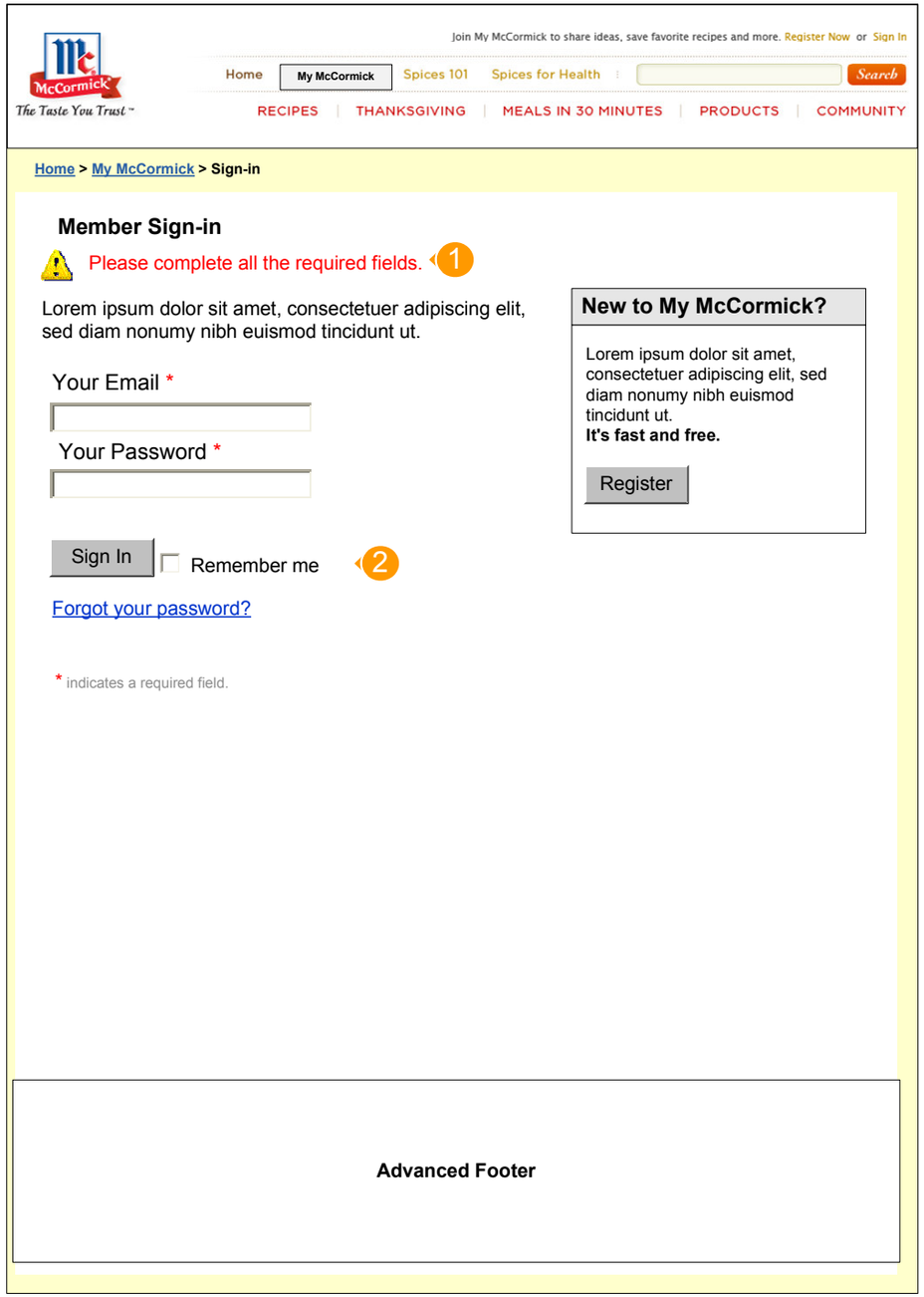
The e-mail and password do not match. Please try again.
The email address can not be found. You can register for an account anytime.

4 Friends & Flavor Module

Rules: On this un-authenticated page, the newsletter will always be promoted..

5 Body

Rules: The key components of membership are represented with 4 teaser promo modules that "sells" the user on that particular idea. If a user is drawn into a component, the pay-off links lead to a log in form and register now button.



Annotations

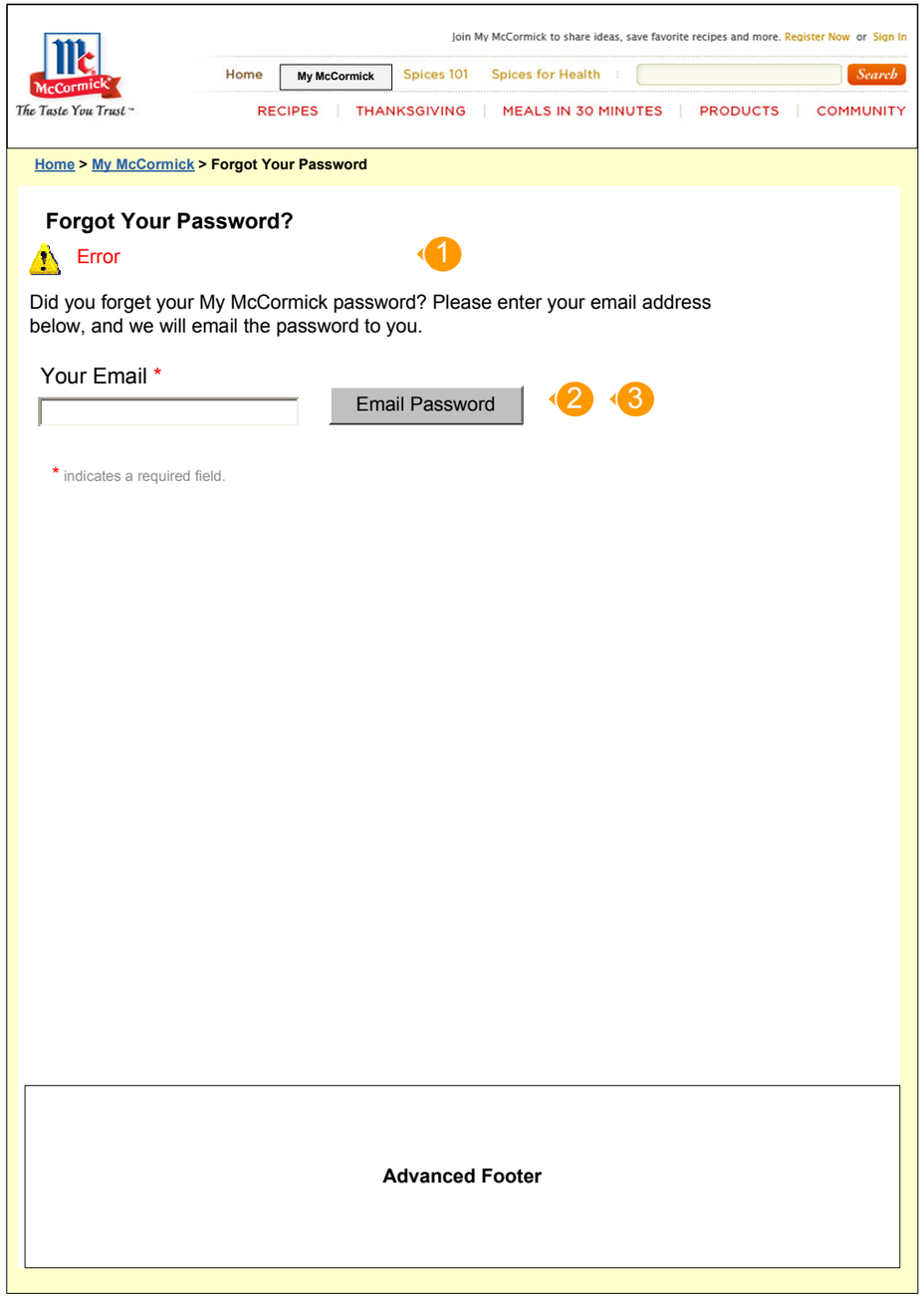
1 **Error Text**

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

The e-mail and password do not match. Please try again.
The email address can not be found. You can register for an account anytime.

2 **Remember me**

Rules: If the user selects to "Remember me," the user will remained logged in across sessions on the same computer (through a stored cookie).



Annotations

1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

The e-mail address you have entered is not in our system. Please double-check that the address you have entered is correct and then try again.

If you continue to have difficulties, please e-mail XXX@mccormick.com

2 Confirmation

Rules: After a valid submission, the user receive a confirmation message on this screen.

Forgot your Password?

Your password has been sent to the e-mail address below.
If you cannot find it in your inbox, please check your bulk or junk folders.

Go to My McCormick

Your Email *
jondoe@mail.com
Email Password

* indicates a required field.

3 Email

Rules: The user receives a confirmation email.

From: No-reply@mccormick.com
Subject: McCormick member information

Dear (username):

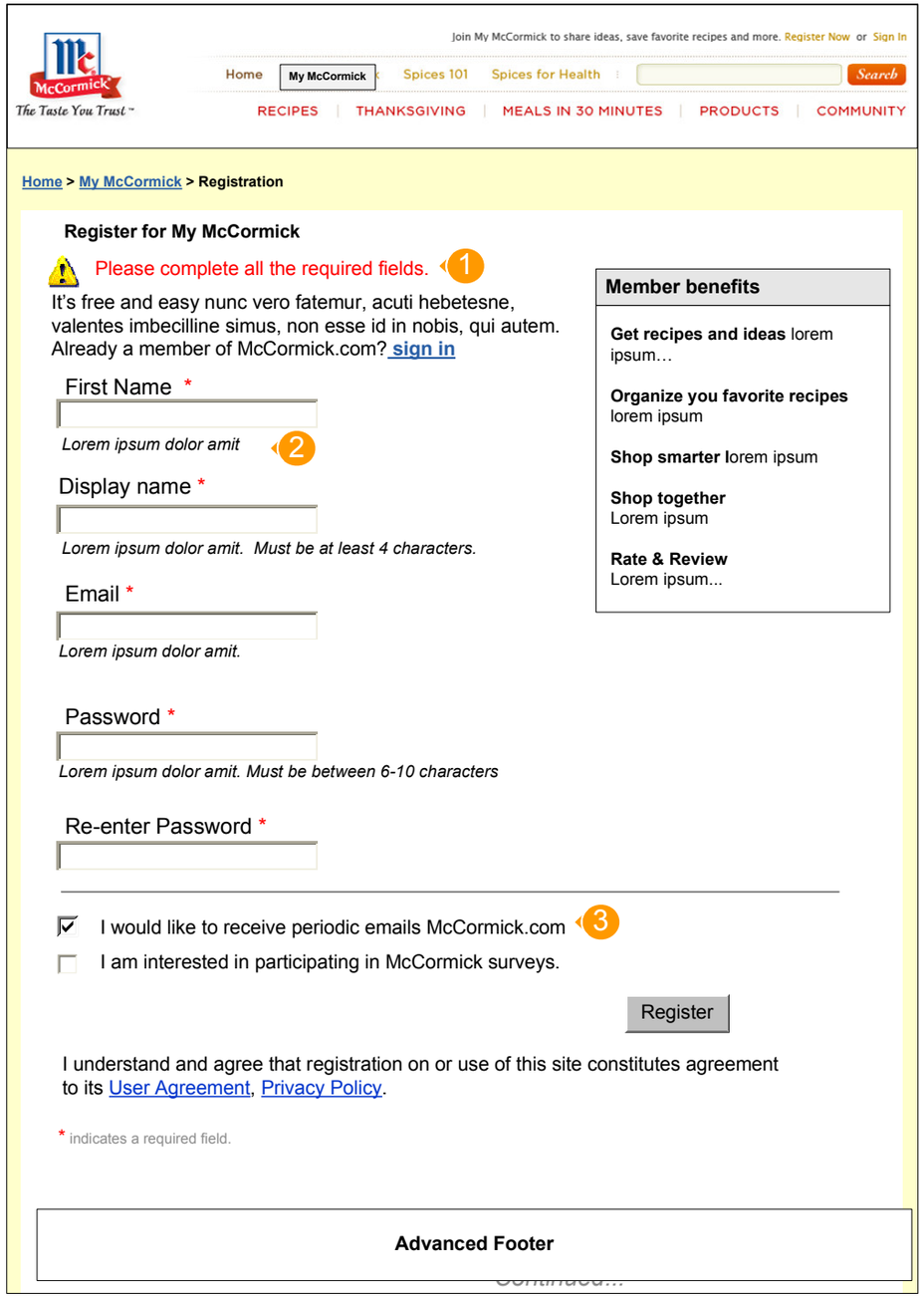
Here is your My McCormick password you requested.

Your log-in: (janedoe@mail.com)
Your password is: (password)

Go to www.mccormick.com

Thank you, and we look forward to seeing you at mccormick.com!

Regards,
The McCormick.com Team



Annotations

1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

- **Your password must be at least 6 characters long.**
- **Please enter a valid email address.**
- **The username is already taken, please select another username.**
- **We're sorry. The e-mail address you provided was not a valid address. Please enter your address and try again.**
- **Your password entries did not match. Please re-enter and confirm your password.**
- **This e-mail already exists. Please Log in. Click here if you forgot your password.**
- **We're sorry. The display name you selected is not available. Please select another name.**
- **We're sorry. Username's must be between 4 and 20 characters and can not start with a special character.**

2 Field Description

Last Modified: July 11, 2008

Rules: Copy explains why the information is requested and how it is used. For example: First name is for personalized greetings, Display name is how you are known in forums and review postings, email is your site login and never sold, password allows the user to log-in to manage and customize their experience.

3 Additional fields

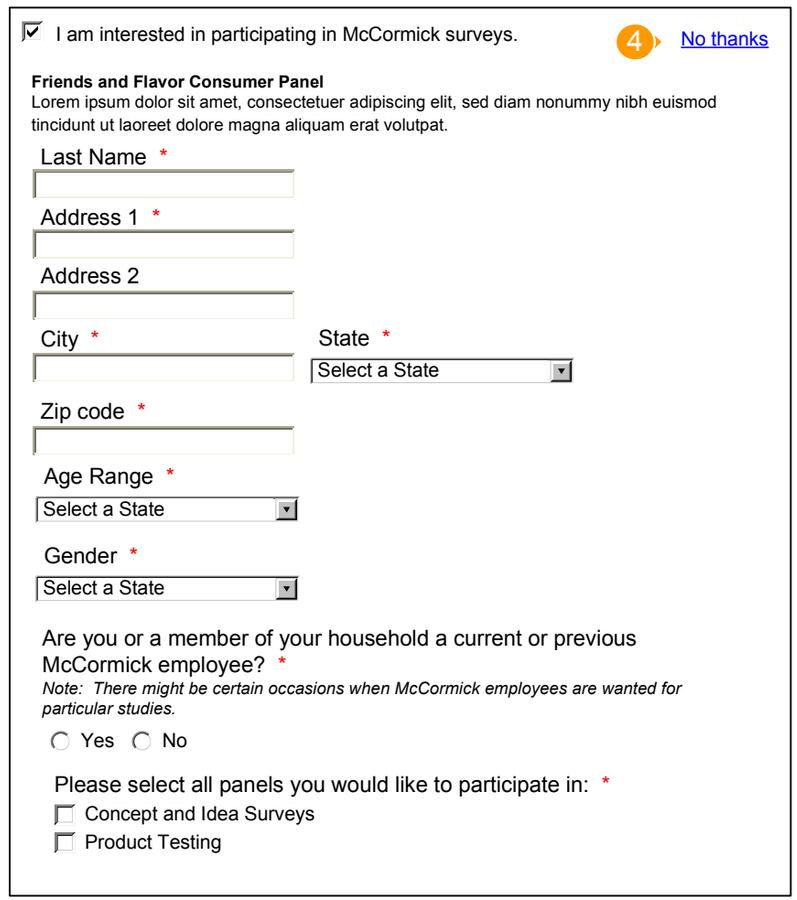
Last modified: July 11, 2008

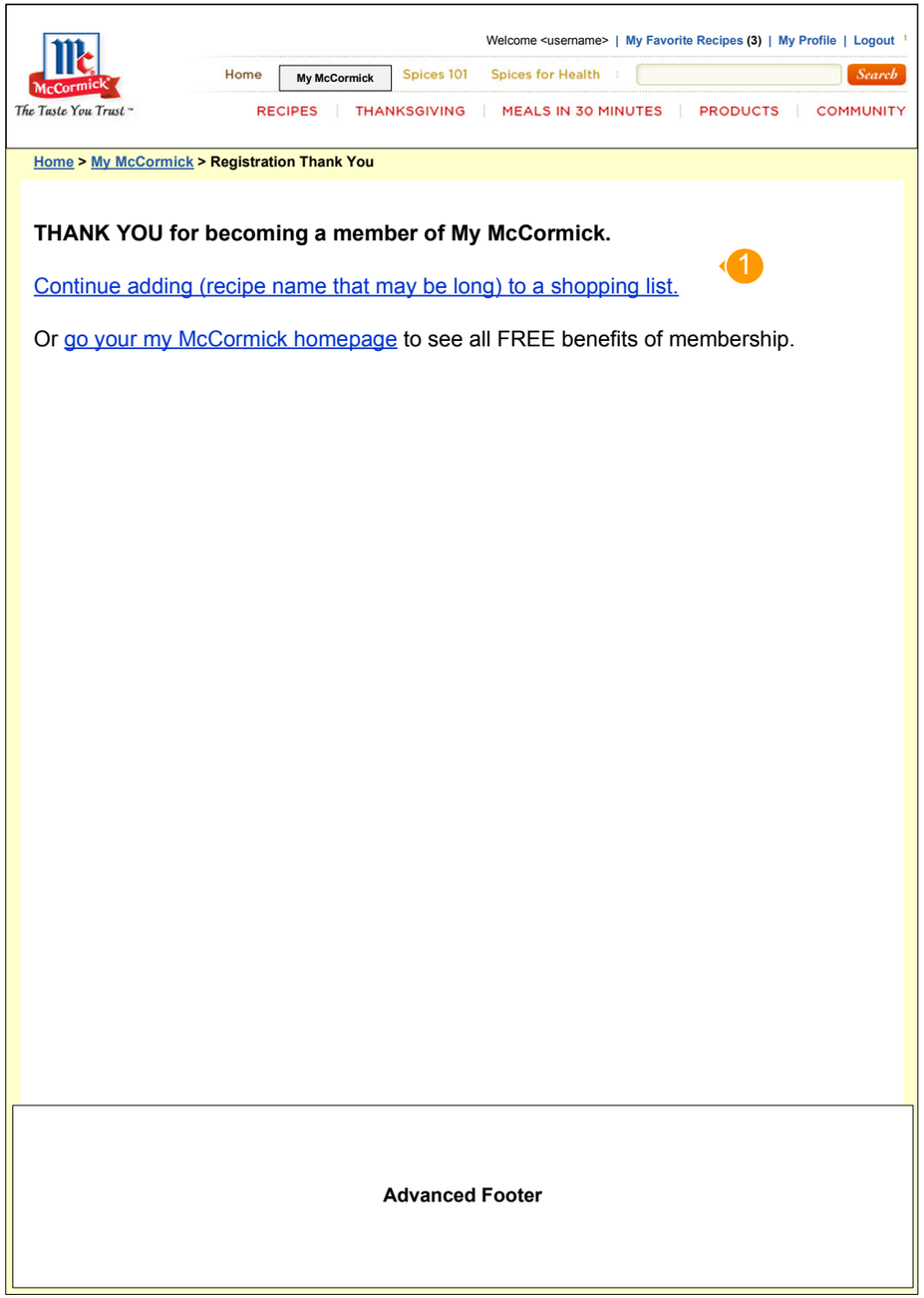
Rules: By selecting to participate in surveys, additional fields open.

4 Close

Last modified: July 11, 2008

Rules: Deselecting the checkbox or clicking "No thanks" closes the dhtml layer. The fields are no longer required.





Annotations

1 Confirmation Text

Rules: The confirmation text is dependent on the action the user took to arrive at the screen.

If the user selected register without any site action:
"THANK YOU for becoming a member of My McCormick.
Go your my McCormick homepage to see all FREE benefits of membership"

If the user was trying to add to a Recipe to their Favorites, the recipe name links back to the recipe details page.
"THANK YOU for becoming a member of My McCormick.
(recipe name) has been added to your favorites. Go back.
Or go your my McCormick homepage to see all FREE benefits of membership"

If the user was trying to add to a Recipe to their Shopping List, the next page will be SCR_009:
Continue adding (recipe name that may be long) to a shopping list.
Or go your my McCormick homepage to see all FREE benefits of membership.

If the user was trying to review a Recipe, the next screen should be SCR_014.
Continue rating (recipe name that may be long).
Or go your my McCormick homepage to see all FREE benefits of membership.

If the user was trying to leave a message in a forum a Recipe, the next screen should be SCR_049.
Continue creating a message.
Or go your my McCormick homepage to see all FREE benefits of membership.

If the user was trying to create a thread, the next screen should be SCR_048.
Continue creating a forum thread.
Or go your my McCormick homepage to see all FREE benefits of membership.

2 Confirmation Email

Rules: A confirmation email html email is generated to welcome the new member to My McCormick who has subscribed to newsletters.

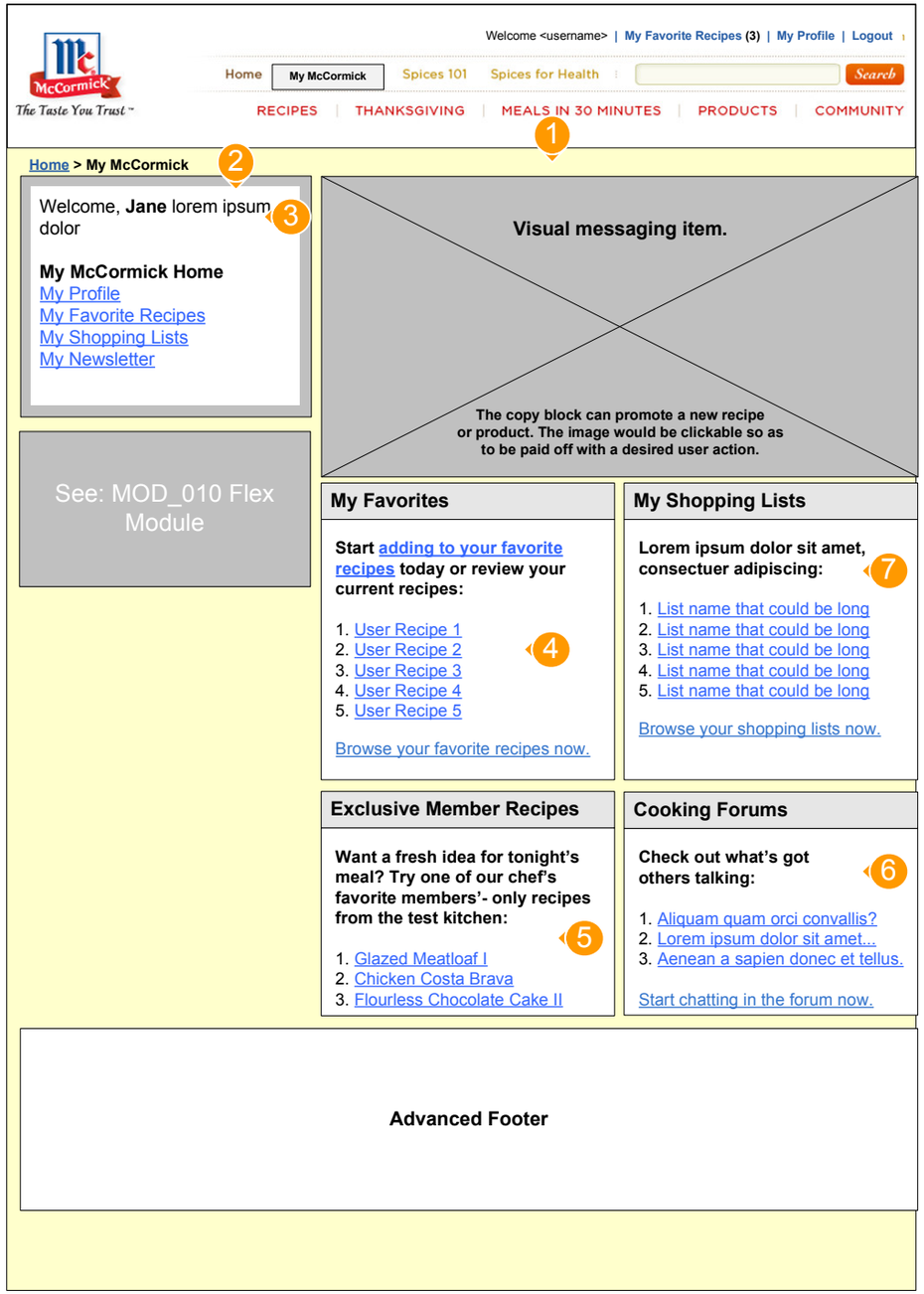
From: consumer_affairs@mccormick.com
Subject: Thank You for Your Friends and Flavor Newsletter Subscription

Dear (First name):

Thank you for subscribing to Friends and Flavor News, the free e-mail newsletter from McCormick.com. You can look forward to delicious recipes and insightful tips coming your way soon.

If you were subscribed by mistake, you can unsubscribe here:
http://www.mccormick.com/unsubscribe.cfm?email=joeayotte%40gmail%2Ecom

Tastefully Yours,
McCormick.com
http://www.mccormick.com



Annotations

1 Page Overview

Rules: The logged in version of My McCormick has a consistent layout with un-authenticated landing page, but the page is updated with personalized content.

2 My McCormick Navigation

Rules: The My McCormick login module is replaced with the My McCormick navigation. This creates a seamless entry into the section, because the user previously clicked on a "Sign In" button in the same place.

3 Greeting

Rules: A short customizable message greets the user. This message includes the users First name.

4 Favorite Recipes Module

Rules: The users 5 most recently added Favorites are listed in the module along with links to the recipes landing page to add other recipes, and the user can browse their favorite recipes on SCR_033.

If the user does not have any favorite recipes, copy is displayed with a call to action to link to recipes landing page.

Organize Your Recipes

Start adding your favorite recipes today.

Lorem ipsum dolor sit amet, consectuer adipiscing.

Search for recipes now.

5 Member Recipes

Rules: Lists three member only recipes, links the user to the recipe details page, SCR_004

6 Cook Together

Rules: Links to the three most recently updated threads, SCR_047 along with a link to the forum homepage, SCR_045

7 Shopping List Module

Rules: The users 5 most recently updated Shopping Lists (linked to SCR_036) are listed in the module along with links to the Shopping List homepage, SCR_034.

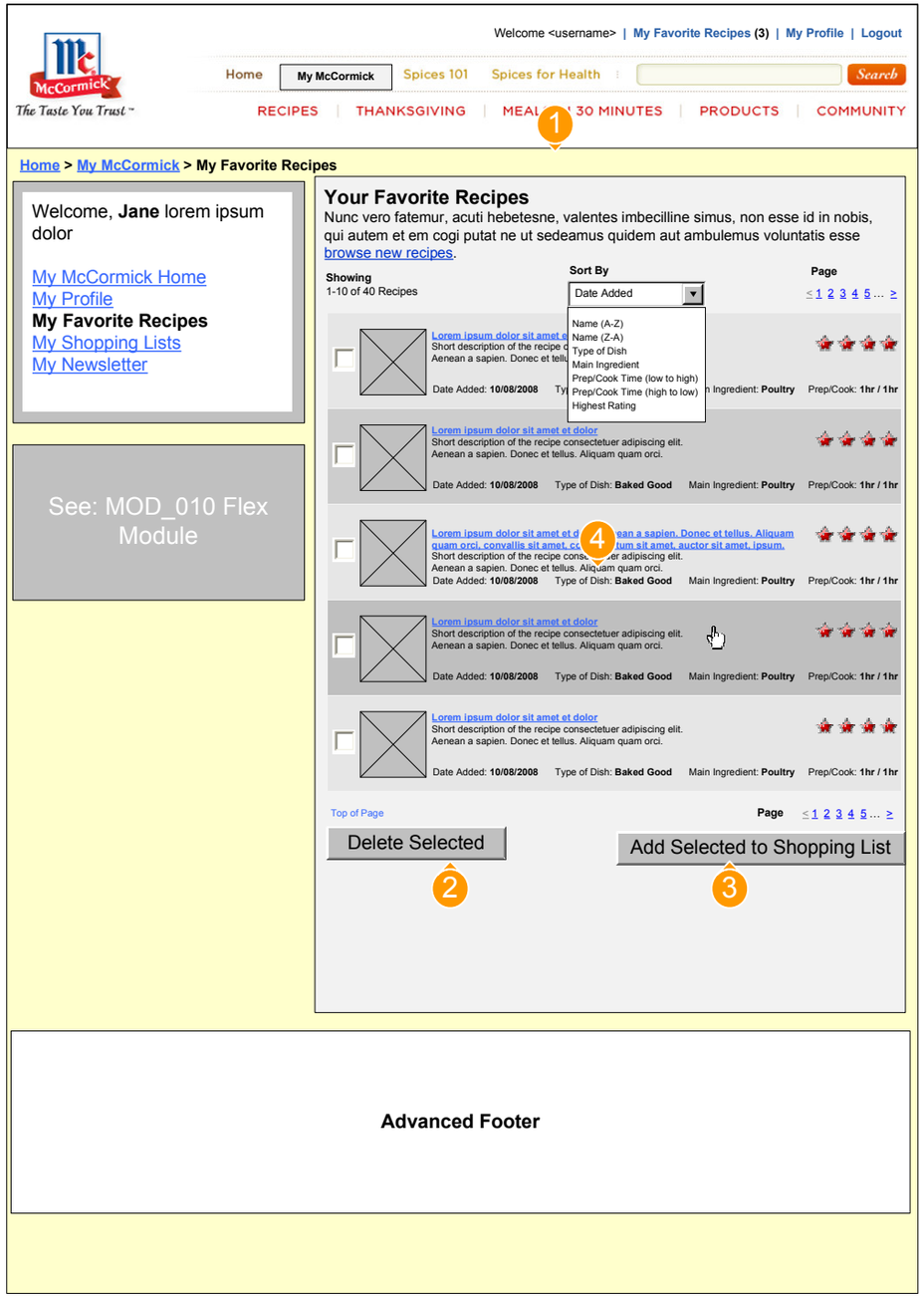
If the user does not have any shopping lists, copy is displayed with a call to action to link to recipes landing page.

Shop Smarter

Save time and energy with My McCormick shopping lists.

Lorem ipsum dolor sit amet, consectuer adipiscing.

Search for recipes now.



Annotations

1 Page Overview

Rules: The users favorite recipes are displayed for easy access to the recipe details. The list sort order is defaulted to most recently added, but the sort be changed through the "sort by" dropdown.

2 Delete Selected

Rules: Removes the checked items from the Favorite list. Since items are easily added to a Favorite List, there is no need for a delete confirmation.

3 Add Selected Items to a Shopping List

Rules: Passes the selected Recipes to SCR_009

4 No Favorite Recipes

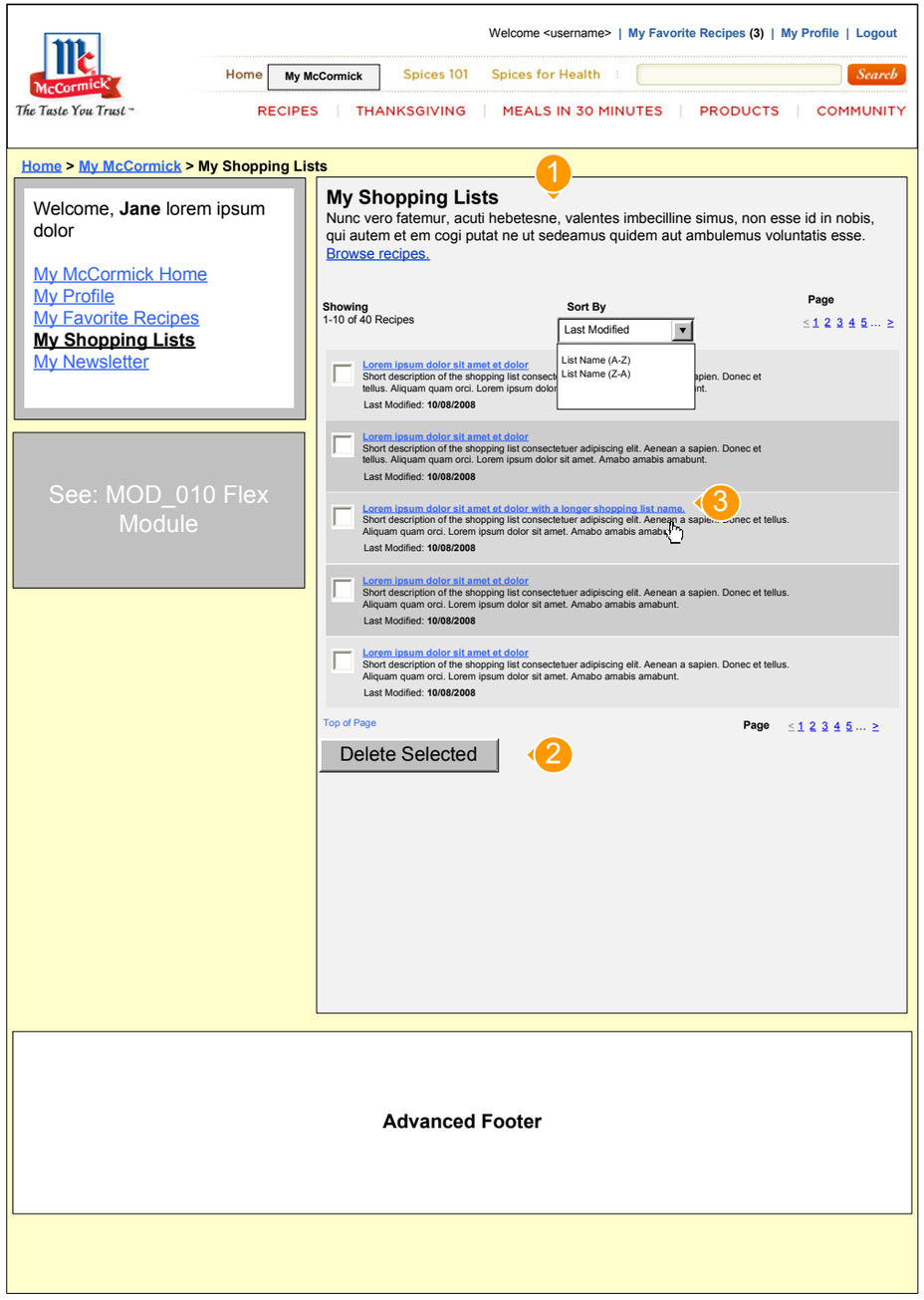
Rules: If no recipes are yet saved to a favorite list, messaging replaces the result table.

image

You don't have any saved favorites. Start adding your favorite recipes today.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt ut.

Search for recipes now.



Annotations

1 Page Overview

Rules: The Shopping lists are displayed. The list sort order is defaulted to most recently modified (added items, notes, etc.), but the sort be changed through the "sort by" dropdown. A Shopping List must be created with at least one recipe from a Favorite list or from a recipe detail.

2 Delete Selected

Rules: Deletes a Shopping List. The user must first confirm to delete in a Javascript dialog.

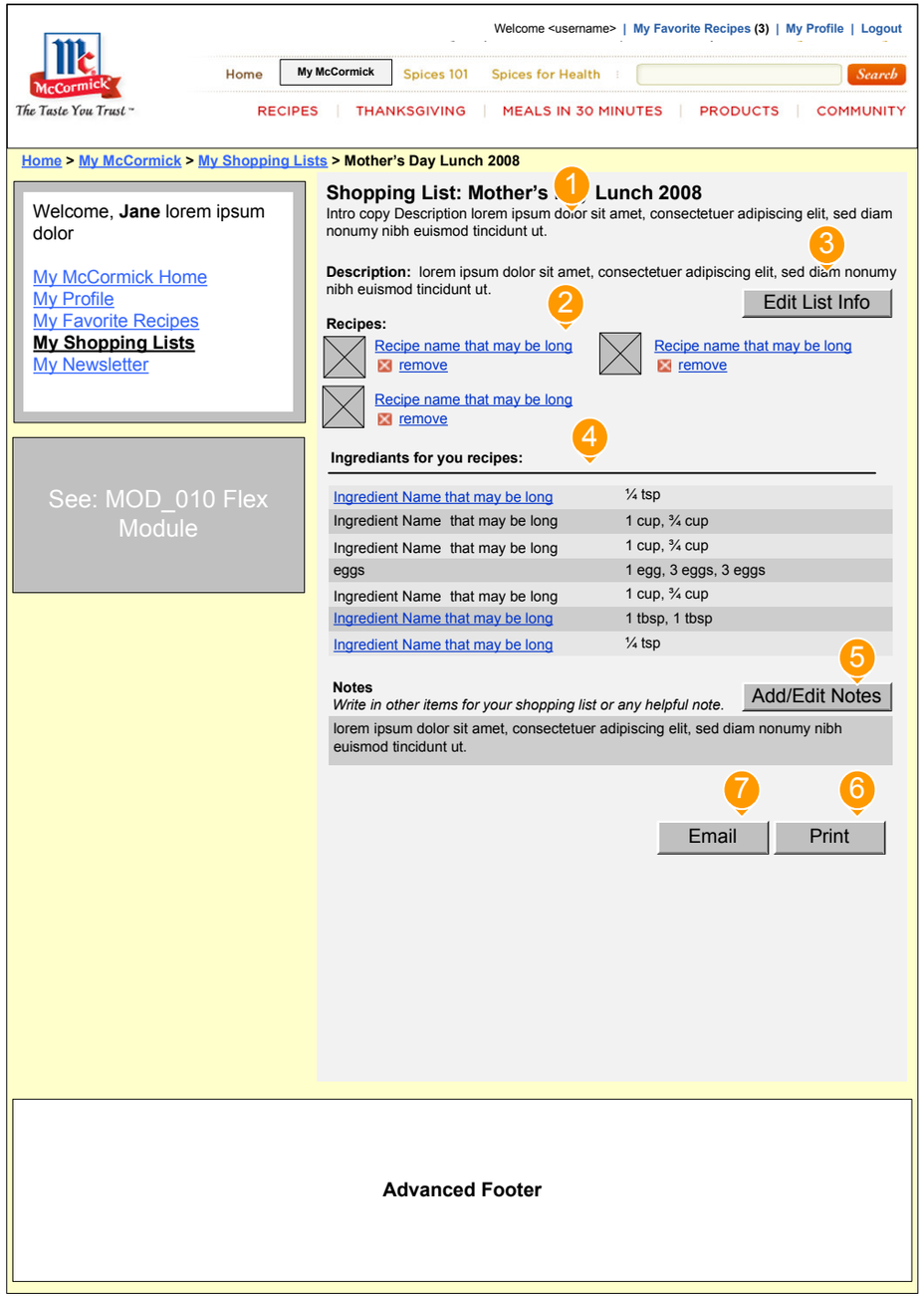
Are you sure you want to permanently delete the shopping list(s)?

YES NO

3 Shopping list

Rules: Each shopping List title links to the Shopping List Detail, SCR_036. The short description is displayed if applicable, and the date the list was last modified.

The "Short Description" field shown beneath the shopping list name provides the user with a way to describe the list in whatever way works for the user.



Annotations

1. **Page Overview**
   Rules: The Shopping List detail shows the Shopping List name, optional description, added recipes, ingredients per recipes, and optional notes.

2. **Recipes**
   Rules: Recipes are listed in alphabetical order. Each recipe links to the recipe details page, SCR_004. The user can remove a recipe and all the ingredients that are tied to that recipe. Removing a recipe does note need to be confirmed.

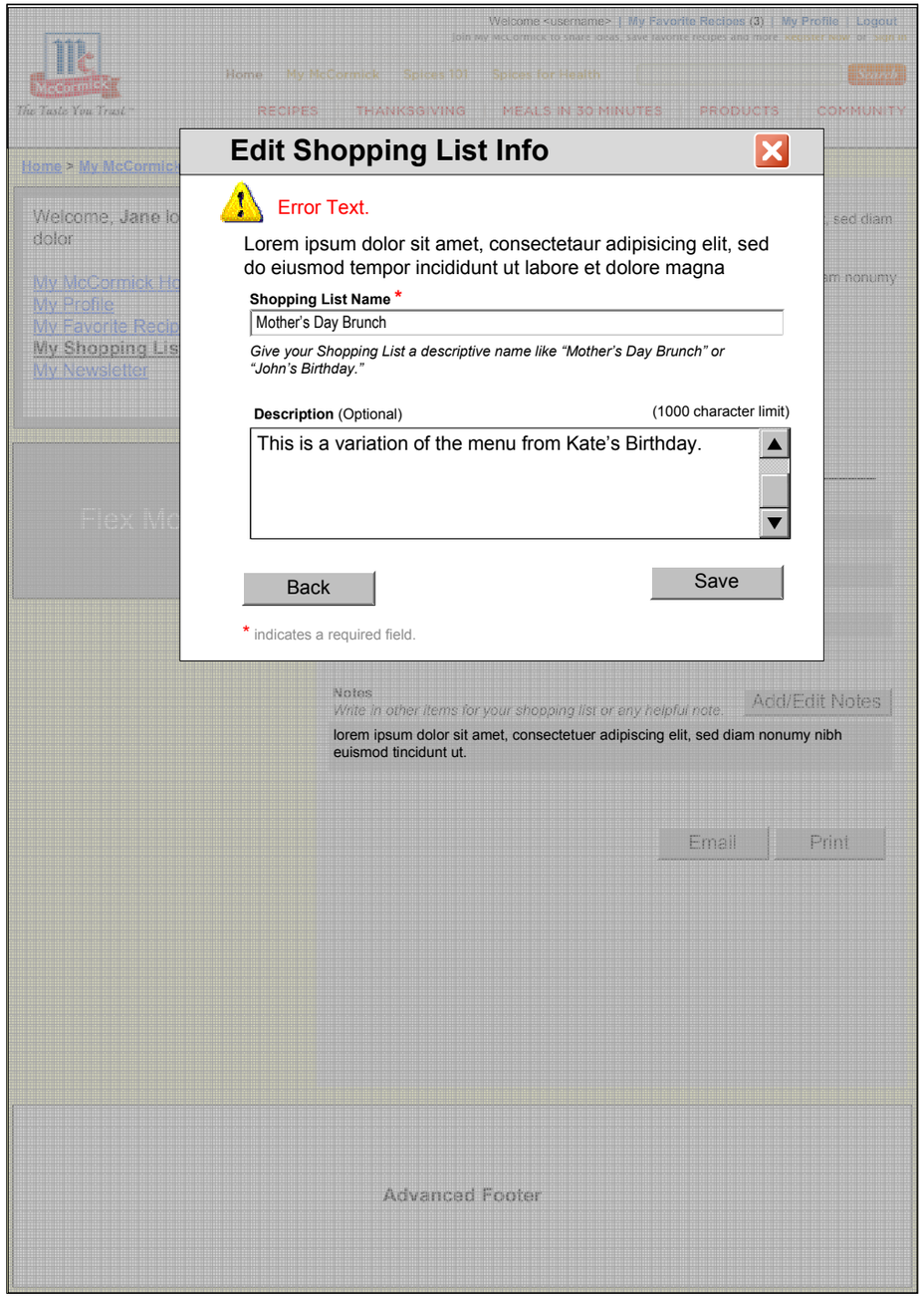
3. **Edit List Info**
   Rules: Opens SCR_032 Dialog for the user to edit the List name and description.

4. **Ingredient List**
   Rules: Lists all the ingredients for each recipe in alphabetical order. The same items are grouped, but the quantities are not added. McCormick Products are linked to the Products Detail pages, SCR_022

5. **Add/Edit Notes**
   Rules: Opens SCR_043 Dialog for the user to add/edit notes.

6. **Print**
   Rules: Opens SCR_043 Dialog for the user to add/edit notes.

7. **Email**
   Rules: Opens SCR_043 Dialog for the user to add/edit notes.



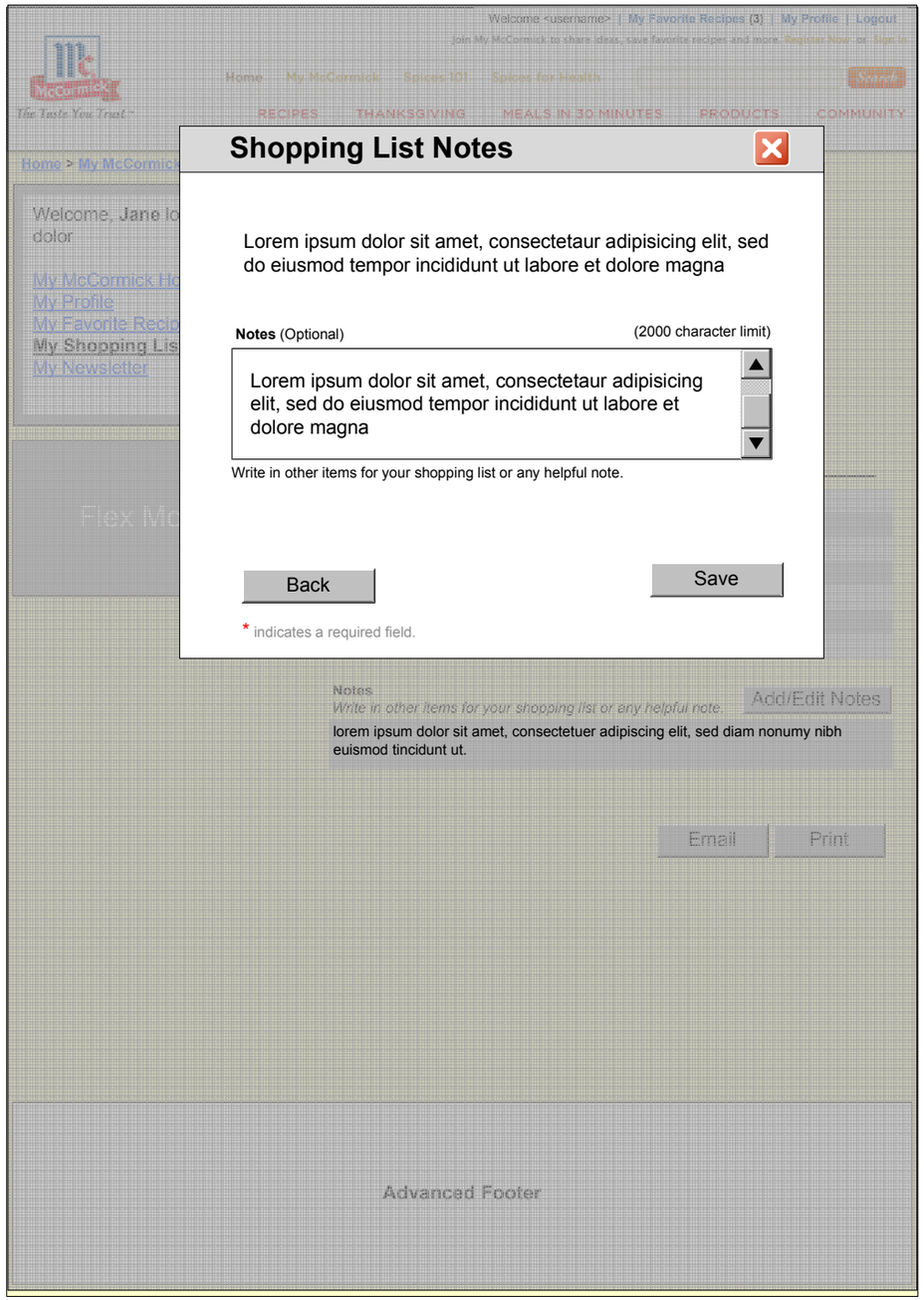
Annotations

1 **Page Overview**

Rules: This page is a mirror of SCR_010, the List Creation screen.

2 **Save**

Rules: The user is brought back to SCR_036 seeing his/her changes are saved. There is no additional confirmation dialog.



Annotations

1 **Page Overview**

Rules: This page allows users to write or edit notes. If a user has notes, the field is pre-populated.

Shopping List

3

1 « Go Back Print

Mother's Day Lunch 2008

Description: lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt ut.

Recipes:
Recipe name that may be long
Recipe name that may be long
Recipe name that may be long

2

Groceries for you recipes:

Ingredient	Quantity
Ingredient Name that may be long	¼ tsp
Ingredient Name that may be long	1 cup, ¾ cup
Ingredient Name that may be long	1 cup, ¾ cup
eggs	1 egg, 3 eggs, 3 eggs
Ingredient Name that may be long	1 cup, ¾ cup
Ingredient Name that may be long	1 tbsp, 1 tbsp
Ingredient Name that may be long	¼ tsp

Notes:
lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy nibh euismod tincidunt ut.

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www.mccormick.com

1 « Go Back Print

Annotations

1 Go Back Navigation Link and Print Button

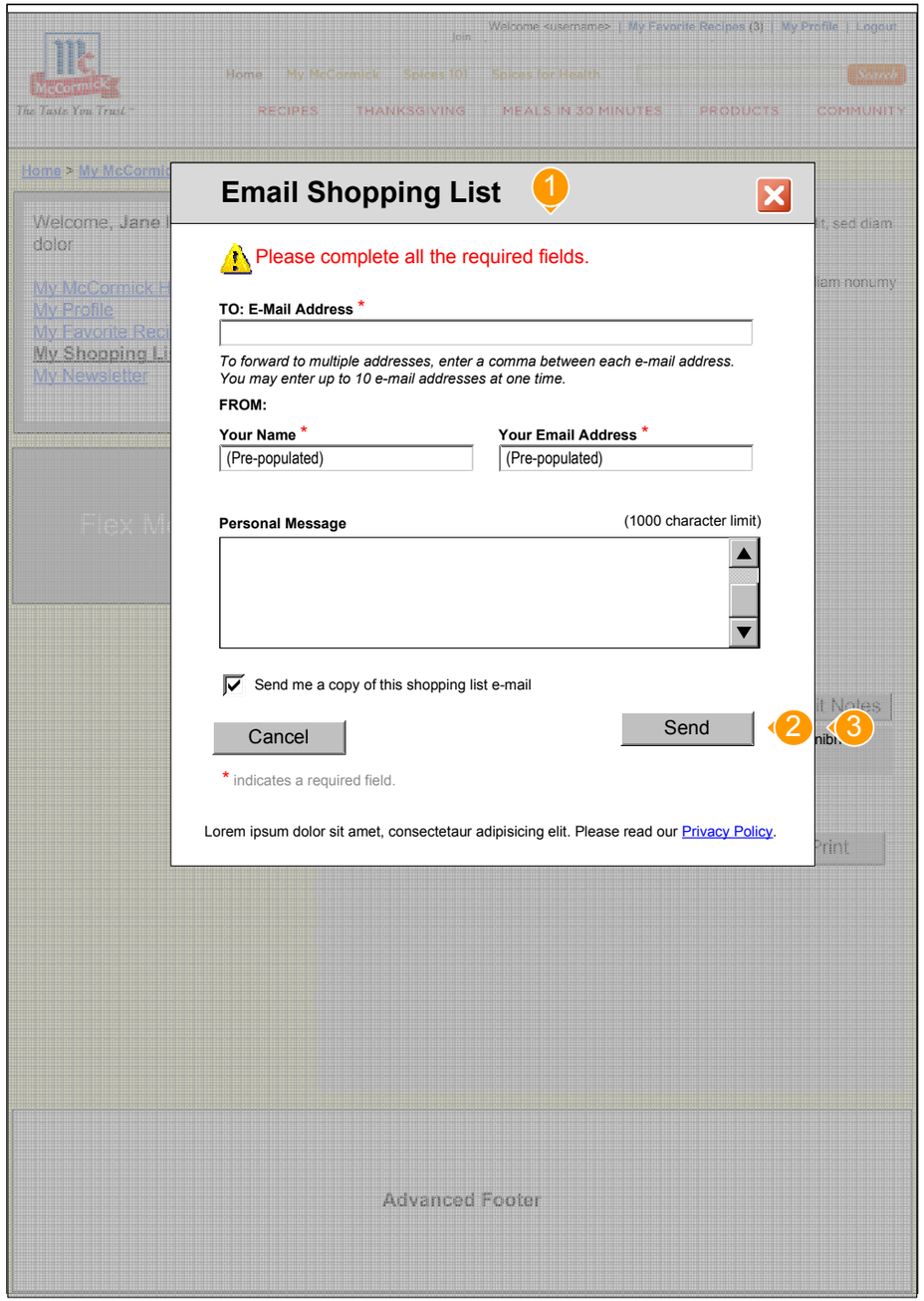
Rules: A "<< Go Back" link (which takes users back to the Shopping list page) and "Print" button will be placed at the top and bottom right corners of this page. Note that these items will not actually pass to the printer, they will be hidden in CSS.

2 Page links

Rules: The links are still actionable on this page, but the CSS should control the print style. The links should not be colored and underlined in the Print CSS.

3 Printing

Rules: Onload the page starts a print job. The user can cancel the job and choose to print.



Annotations

1 Page Overview

Rules: This page is a mirror of SCR_0005, Email Recipe.

2 Send

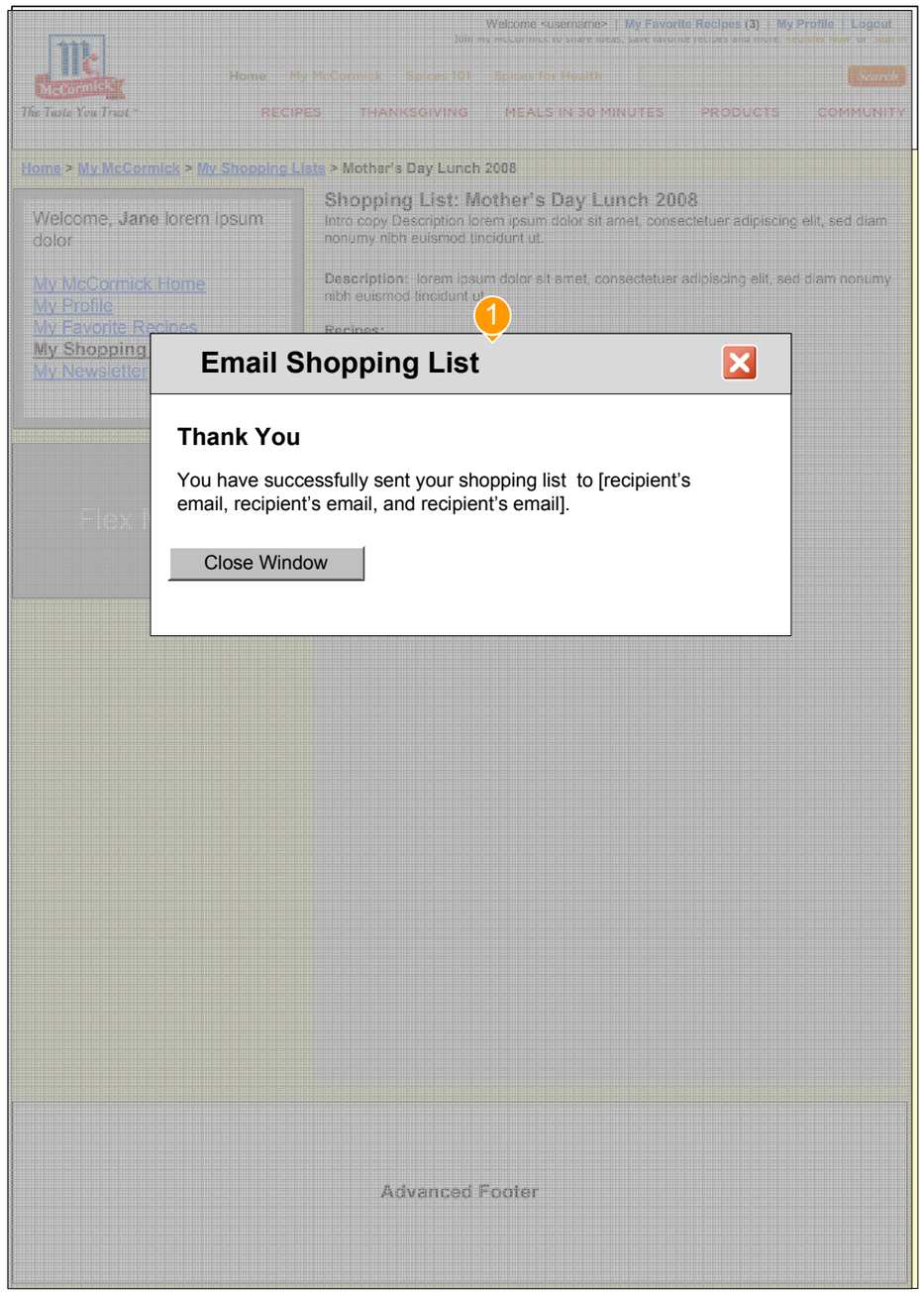
Rules: A valid submission generates the email(s). The user is brought to SCR_074 for a confirmation.

3 Email info

Rules: This email is generated upon valid submission:
From: (Sender's email)
Subject: Shopping List from McCormick.com

Body:
(Sender's name) thought you'd be interested in this shopping list.
From (sender's name): (Personal message)
--
(Shopping list name)
(Description)
(Recipes – each recipe is a link to the SCR_004)
(Ingredients – each McCormick product links to SCR_019)
(Comments)

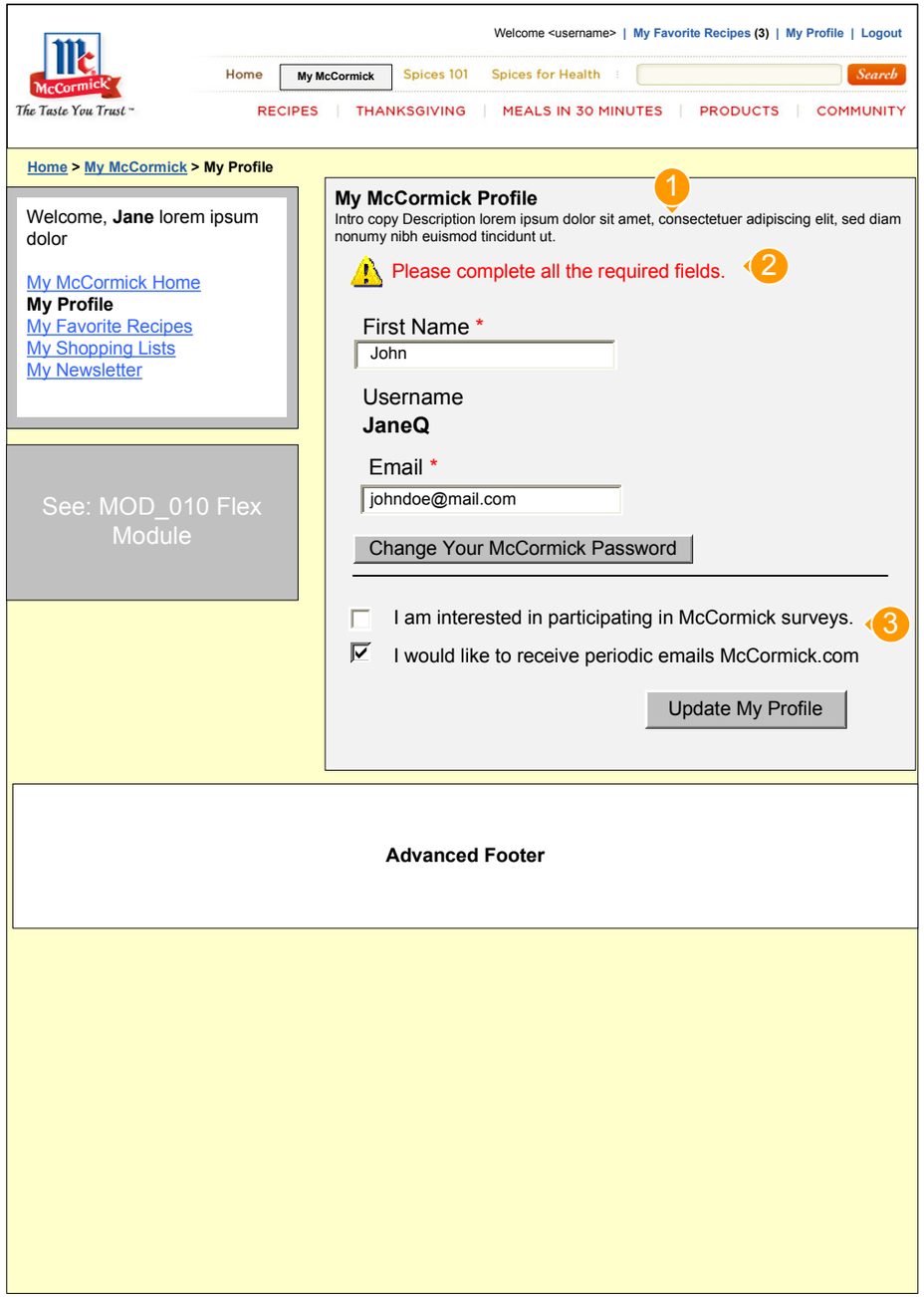
Visit: http://www.mccormick.com for lorem ipsum
Small print



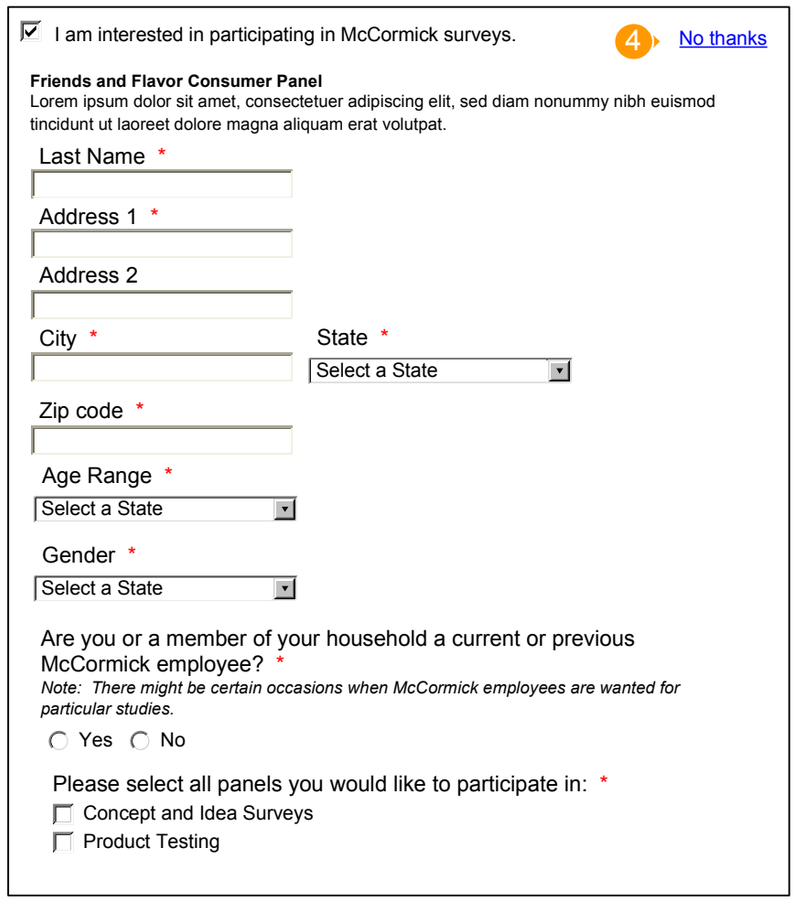
Annotations

1 **Confirmation Message**

Rules: This provides users a confirmation that their e-mail was sent to all e-mail addresses entered in the "To" field: each recipient email is listed. Multiple recipients' are separated by a comma.



Annotations



1 Page overview

Rules: The fields are very similar to the registration screen. All the stored user information is pre-populated. Username is not editable and the password is changed within the SCR_075 Dialog.

2 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

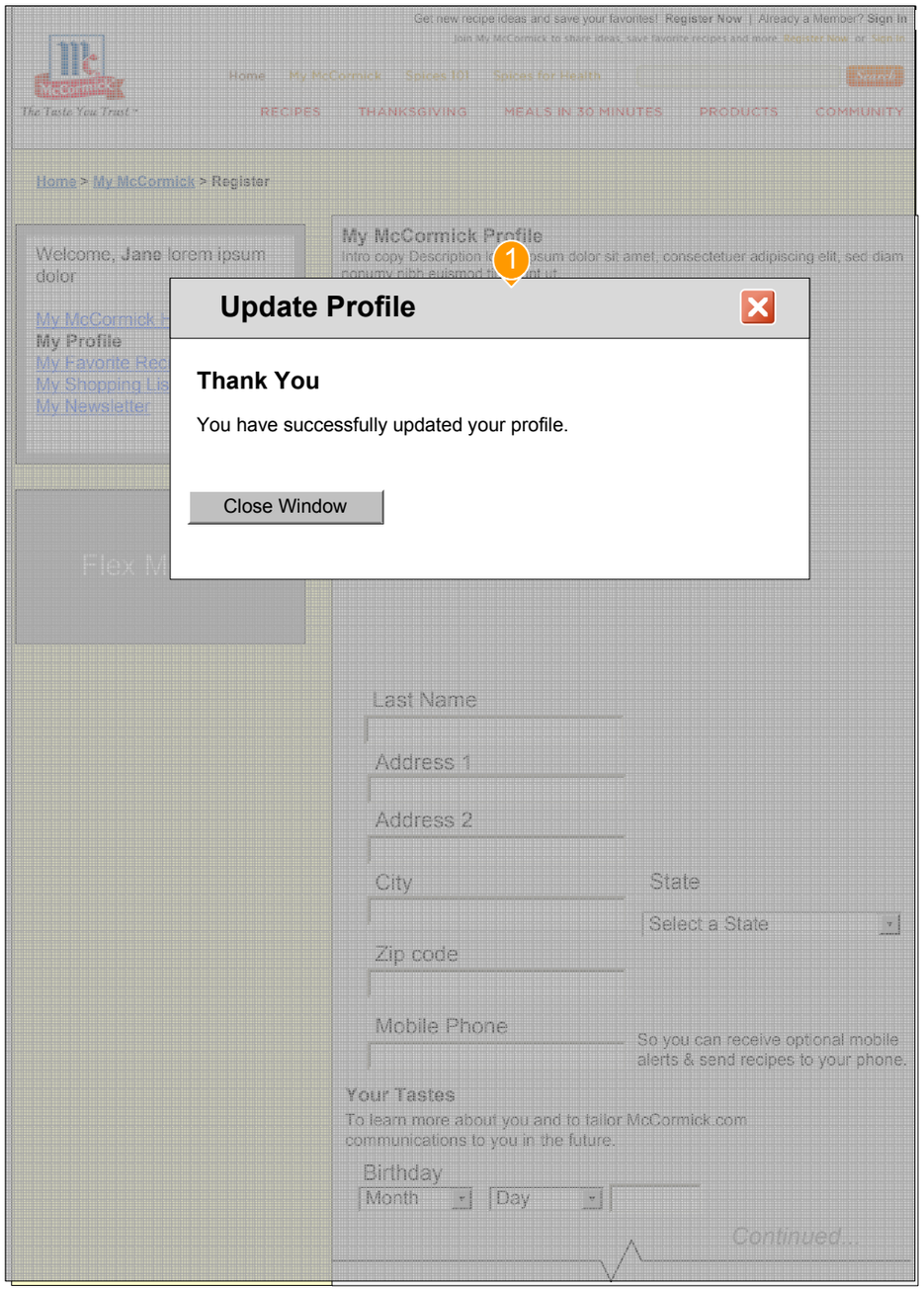
- **Please complete all the required fields.**
- **Please enter a valid email address.**
- **We're sorry. The e-mail address you provided was not a valid address. Please enter your address and try again.**
- **Your password entries did not match. Please re-enter and confirm your password.**
- **This e-mail already exists. You can not change your email to an existing member account.**

3 Additional fields

Rules: By selecting to participate in surveys, additional fields open.

4 Close

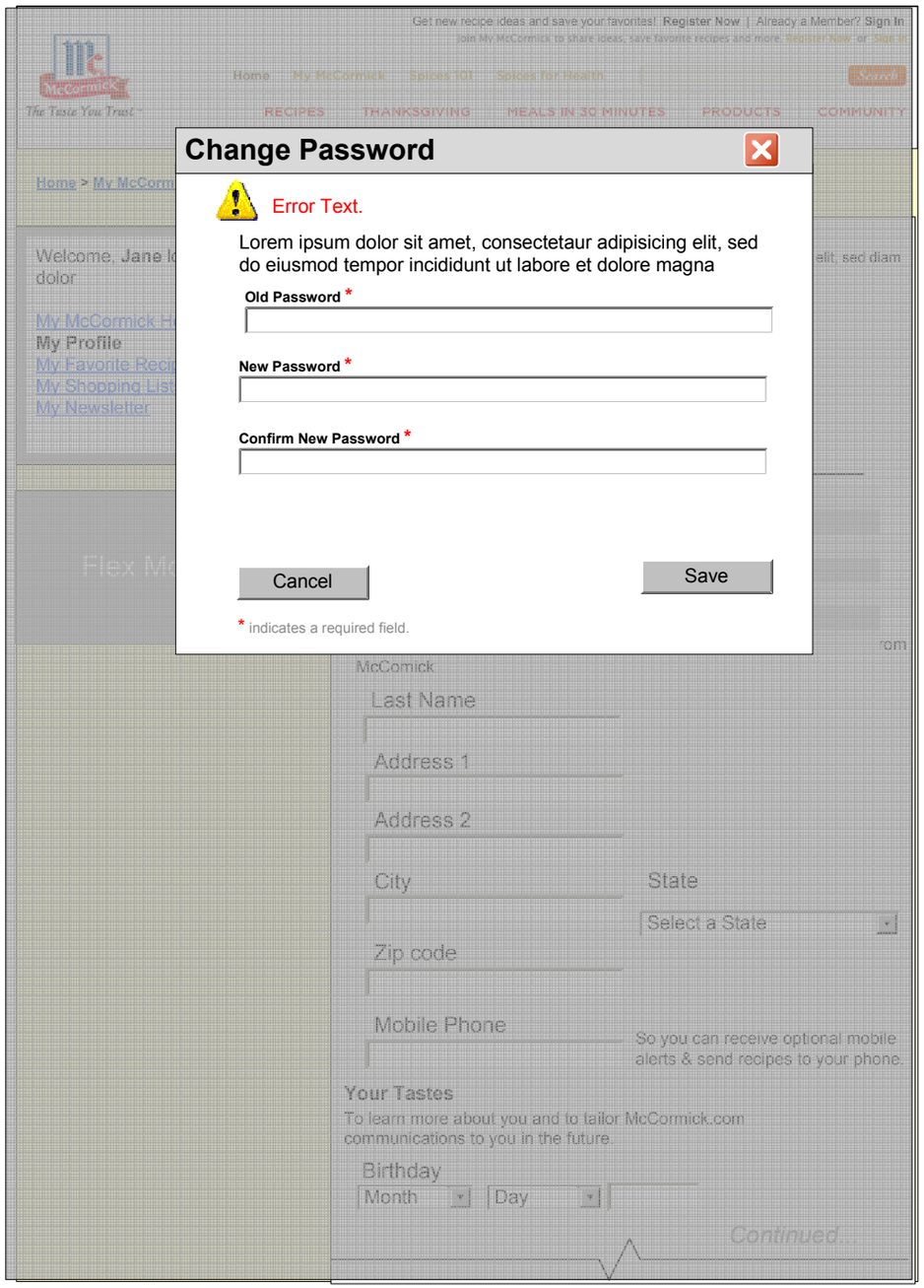
Rules: Deselecting the checkbox or clicking "No thanks" closes the dhtml layer. The fields are no longer required.



Annotations

1 **Confirmation Message**

Rules: This provides users a confirmation that their profile has been updated.

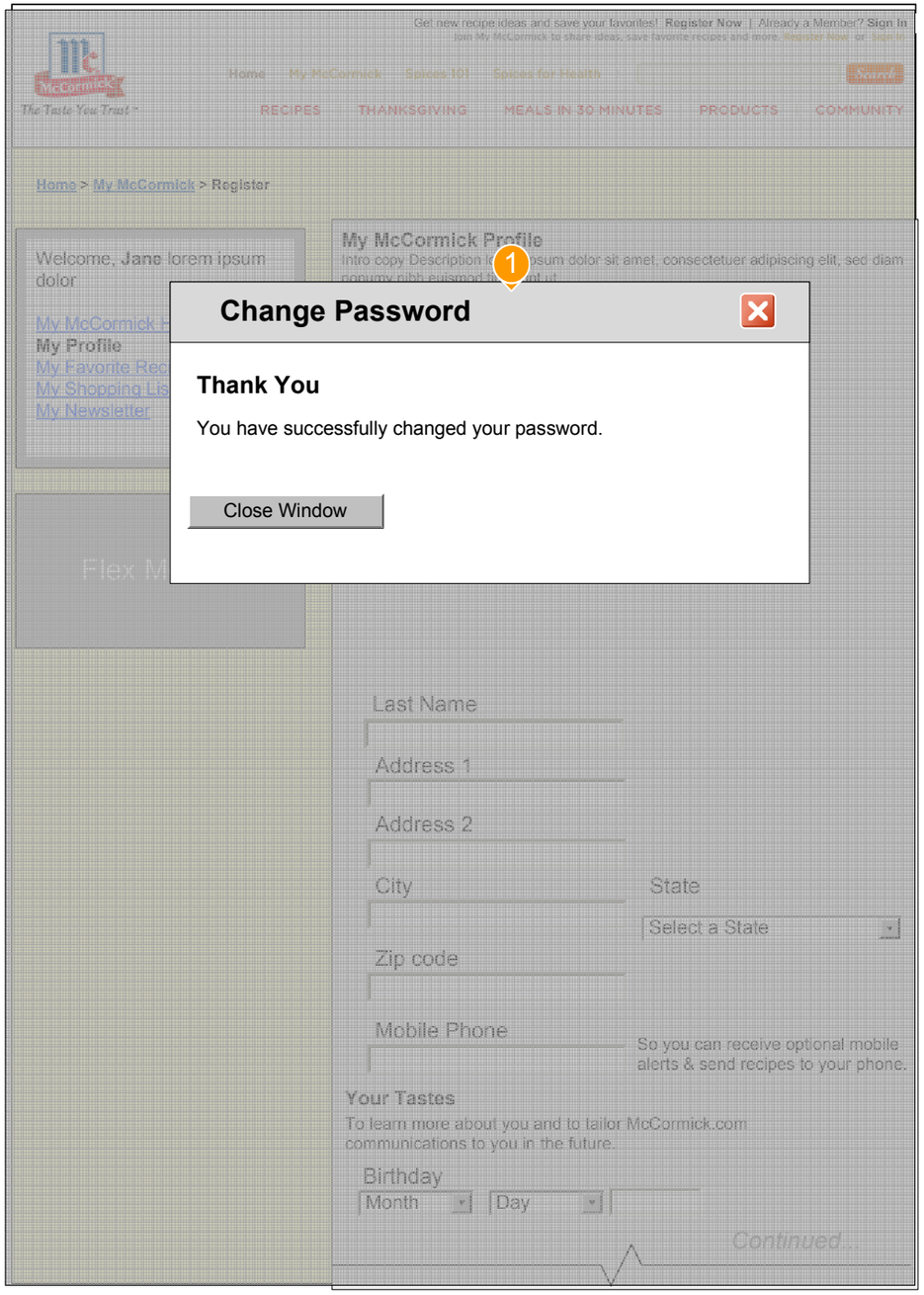


Annotations

1 **Error Text**

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

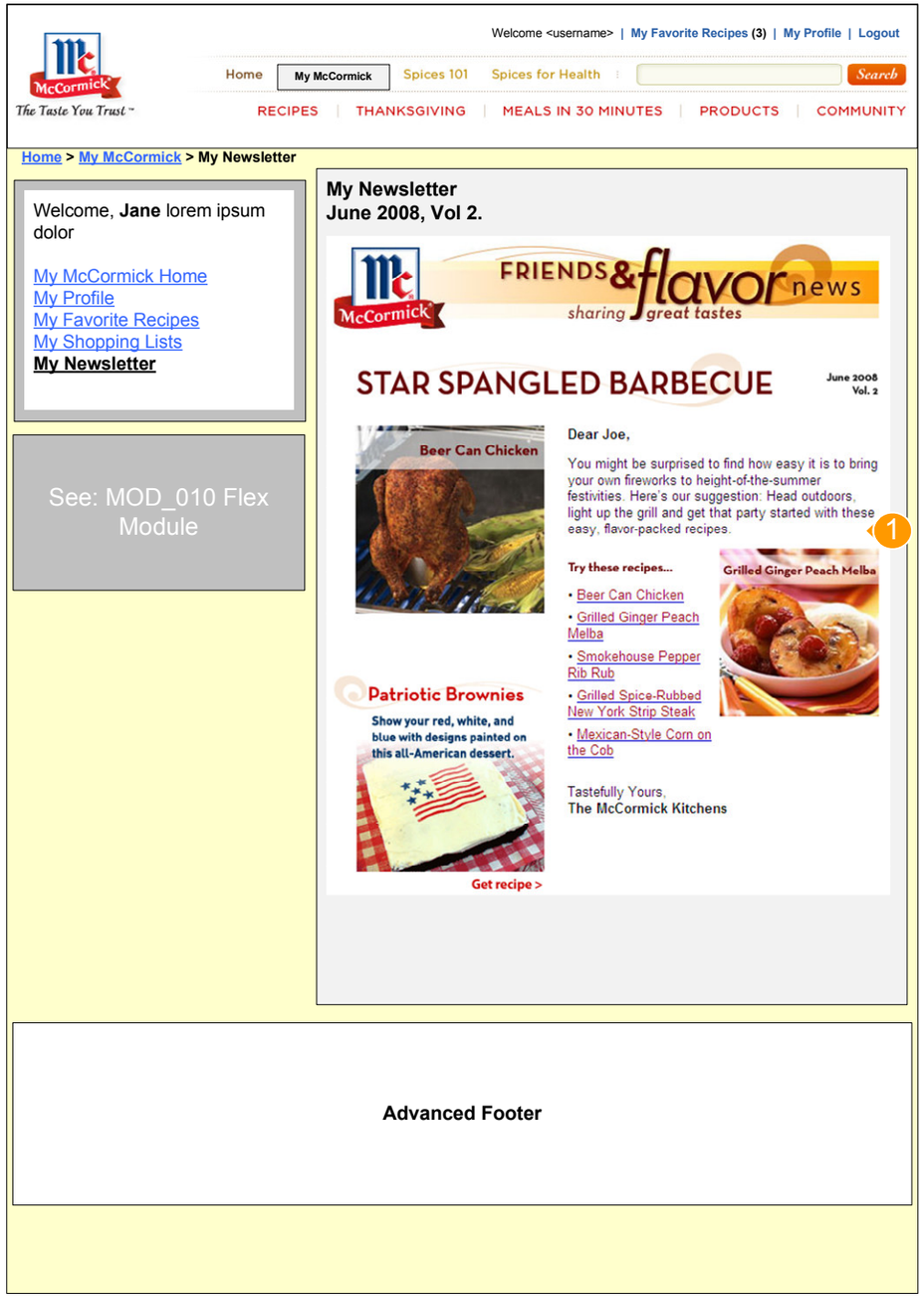
- Your password must be at least 6 characters long.
- Your password entries did not match. Please re-enter and confirm your password.
-Your old password is not correct, please re-enter your password.



Annotations

1 **Confirmation Message**

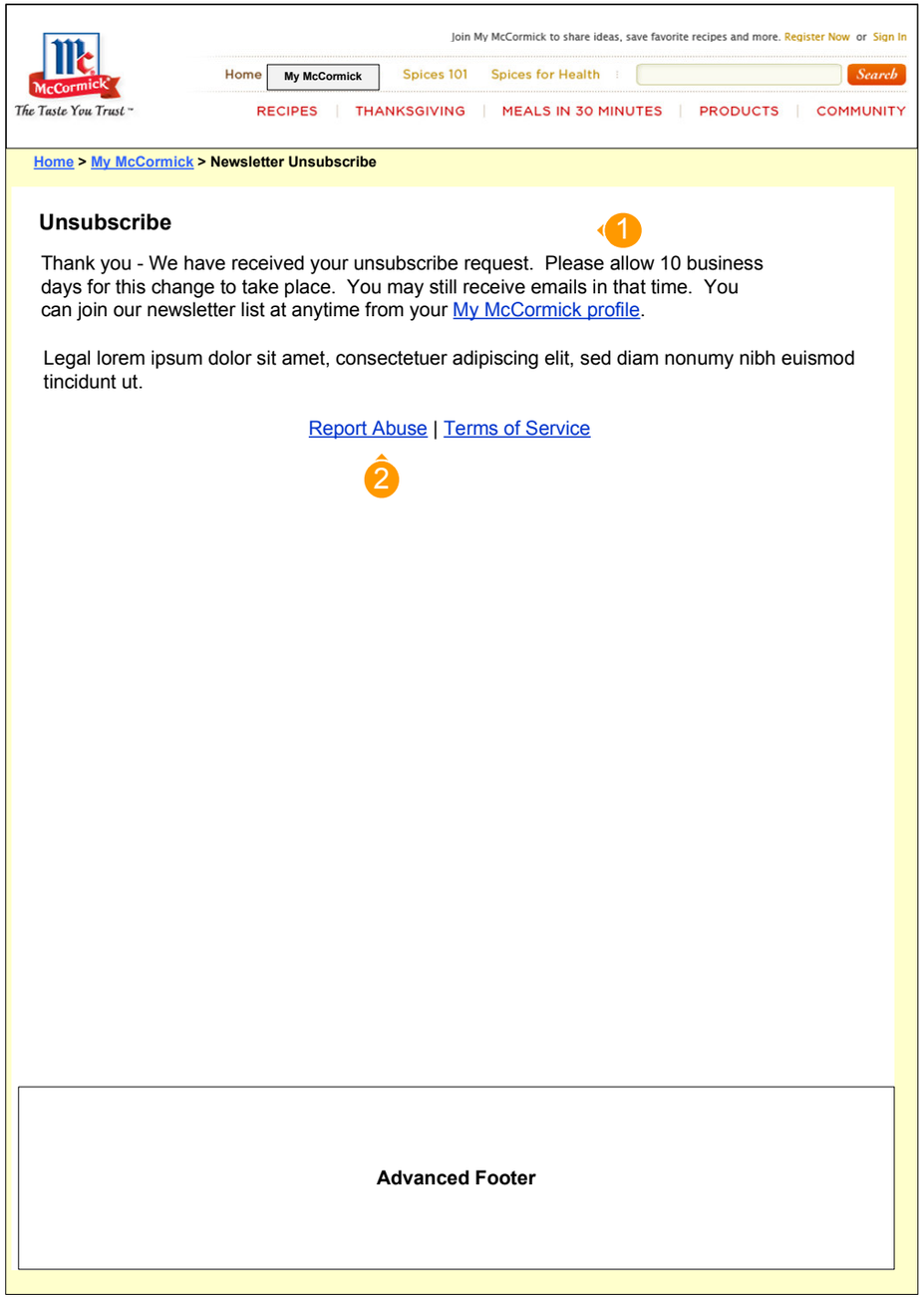
Rules: This provides users a confirmation that their password has changed.



Annotations

1 **Page Overview**

Rules: This page displays the most recent Newsletter in html. The links are actionable. The email header and footer are not shown.



Annotations

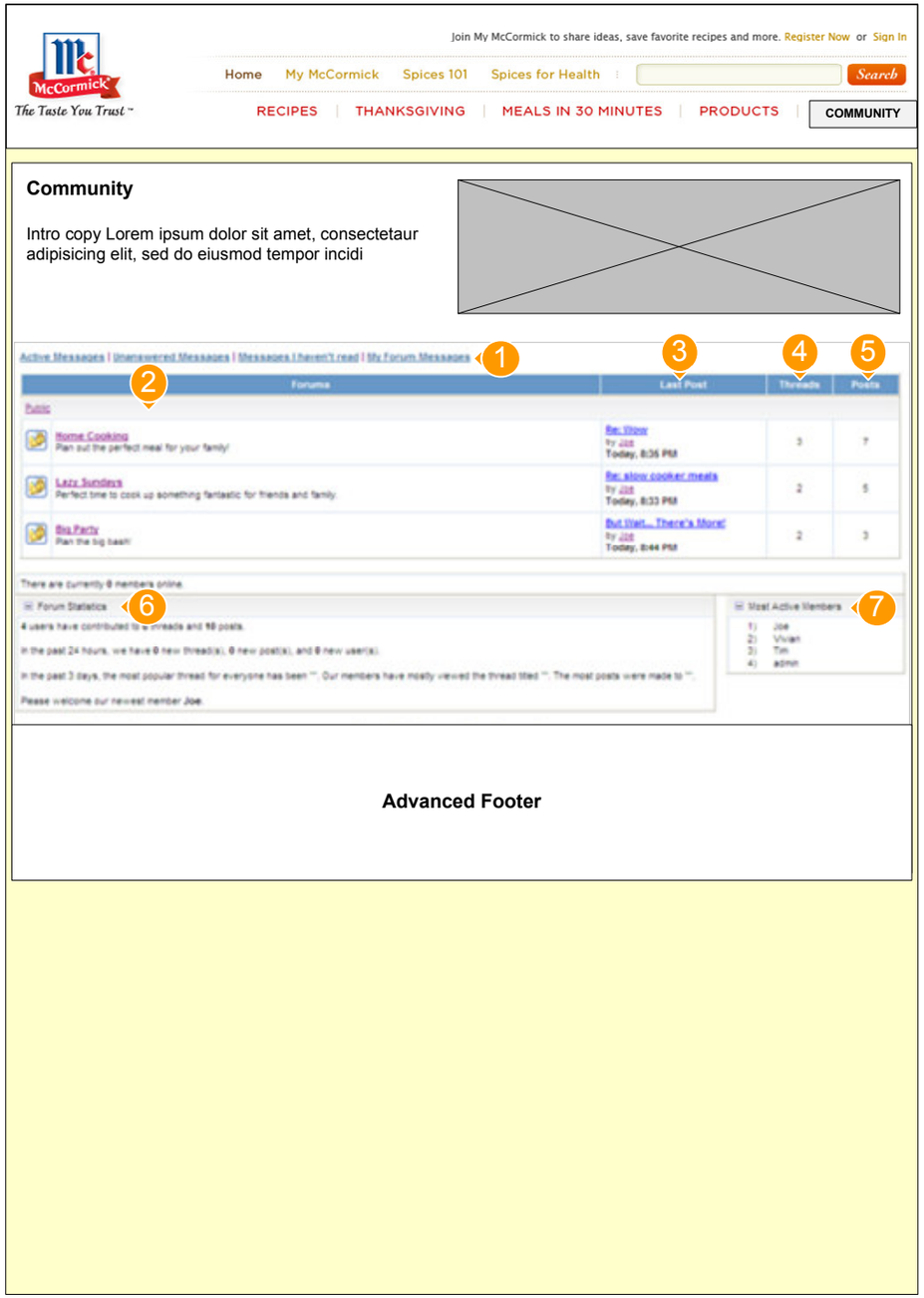
1 Page Overview

Rules: This page is accessed from an email unsubscribe link. This design assumes that the user's email is passed in the link, and one-click opt-out is possible.

2 Report Abuse

Rules: This page is accessed from an email unsubscribe link. This design assumes that the user's email is passed in the link, and one-click opt-out is possible.

COMMUNITY



Annotations

1 **Filters**
Rules: There are four filters (links) at the top of this page
- Active Messages
- Unanswered Messages
- Messages I Haven't Read (Authenticated Only)
- My Forum Messages (Authenticated Only)

2 **Forums**
Rules: All Forums are listed in this column. Only administrators can create a new forum.

3 **Last Post**
Rules: The last Post within each respective forum is listed in this column. Information in this column includes:
- Post name with a link to that post
- The name of the member who posted it
- The date it was posted

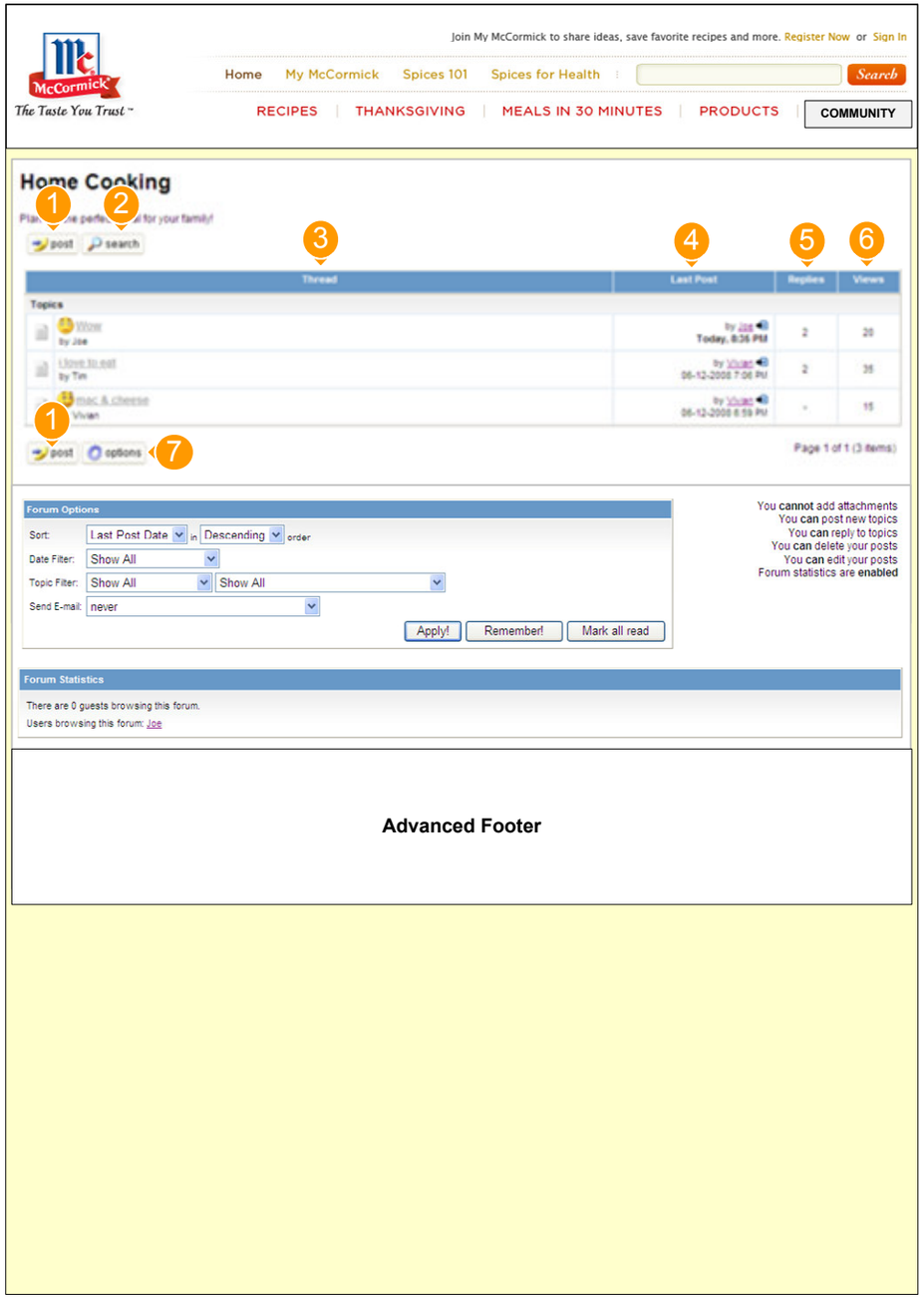
4 **Threads**
Rules: The number of thread within each forum is displayed.

5 **Posts**
Rules: The number of posts within each forum is displayed.

6 **Forum Statistics**
Rules: Below is an example of the information provided within this section
- 4 users have contributed to 16 threads and 24 posts.
- In the past 24 hours, we have 4 new thread(s), 14 new post(s), and 0 new user(s).
- In the past 3 days, the most popular thread for everyone has been "Wow". Our members have mostly viewed the thread titled "Thread Name A". The most posts were made to "Thread Name B".
- Please welcome our newest member MemberName A.

7 **Most Active Members**
Rules: This section displays the Most active members.

Note that the Forum pages do not utilize breadcrumbs

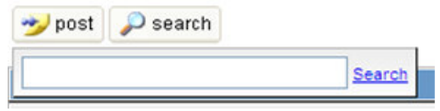


Advanced Footer

Annotations

1 **Post**
Rules: Allows authenticated users to post new threads. Unauthenticated users will be prompted to log-in before creating a new thread.

2 **Search**
Rules: Allows users to search within this forum. Clicking on the Search field opens a search box.



3 **Threads**
Rules: A list of all Threads within this forum are listed in this column

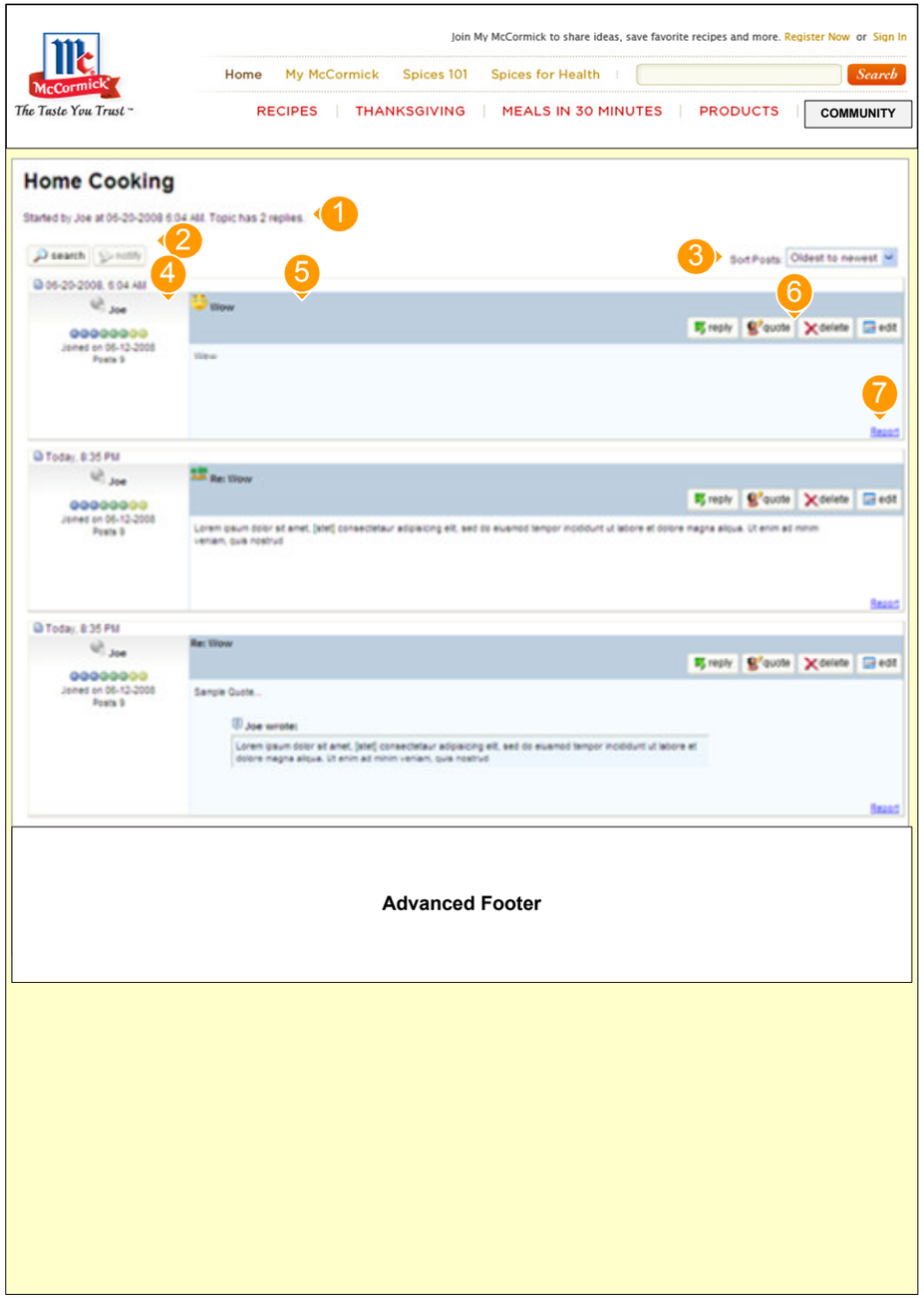
4 **Last Post**
Rules: The last Post within each respective thread is listed in this column. Information in this column includes:
- Post name with a link to that post
- The name of the member who posted it
- The date it was posted

5 **Replies**
Rules: The number of replies to each respective thread

6 **Views**
Rules: The number of views for each respective thread

7 **Options**
Rules: Clicking this button allows users to sort, filter or apply e-mail notification

Note that the Forum pages do not utilize breadcrumbs



Advanced Footer

Annotations

1 **Thread Information**
Rules: This area provides high-level thread information (Started by, date/time started and number of replies)

2 **Search & Notify Buttons**
Rules: Allows users to search within this thread; and Enables/disables e-mail replies

3 **Sort Posts**
Rules: Provides users the ability to sort posts, oldest to newest and newest to oldest

4 **Person Who Entered Post**
Rules: This column provides information of which member entered each post within the thread, and a little member information

5 **Post Names**
Rules: This column provides the name of each post within the thread

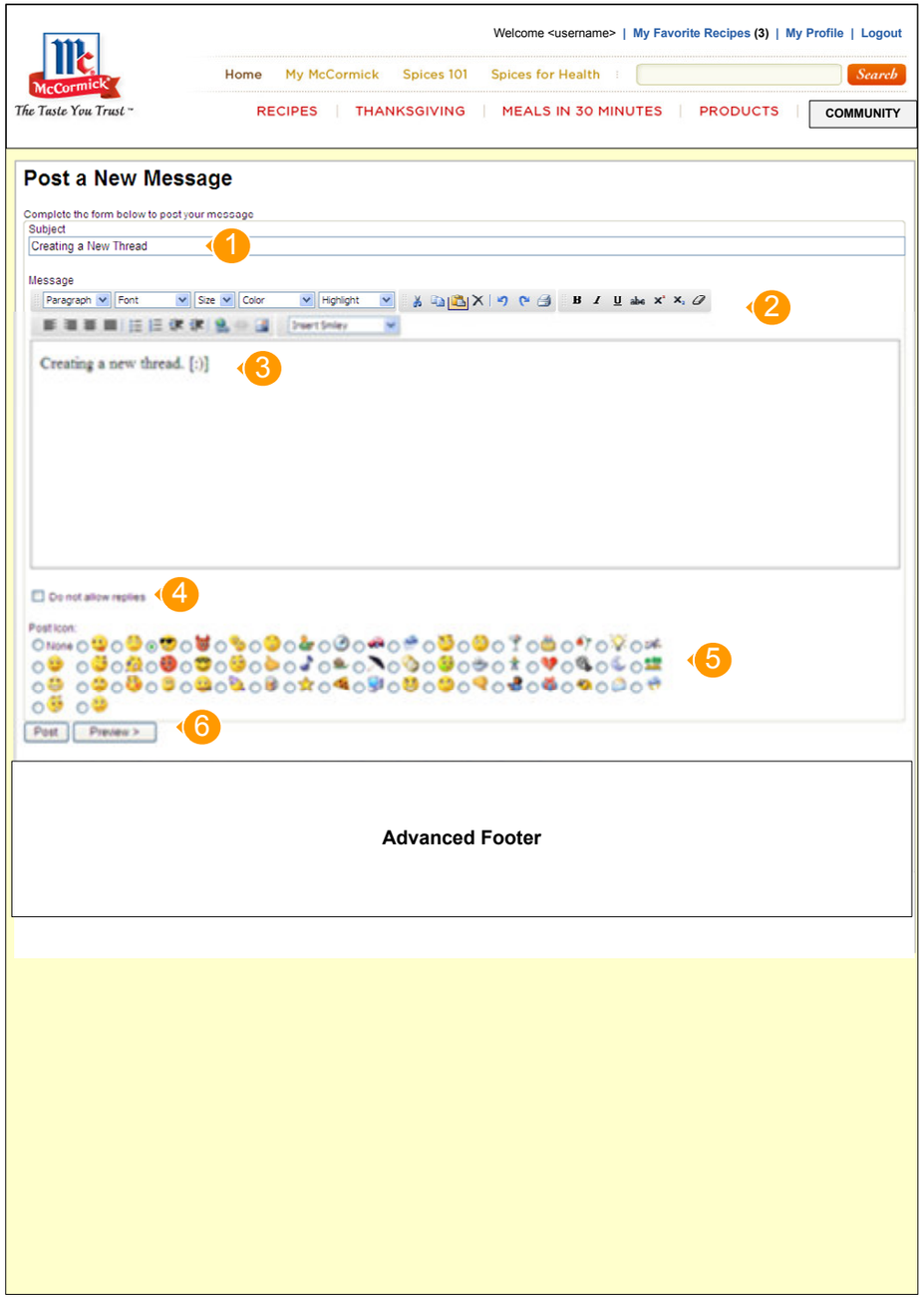
6 **Additional Post Functionality**
Rules: There are four buttons within this area
- Reply: This allows members to reply to a specific post
- Quote: This allows members to reply and quote a specific post (keeping the previous text)

For the authors of a post (these buttons are shown only to the post creator):
- Delete: This allows members to delete one of their own posts
- Edit: This allows members to edit one of their own posts

7 For members who are not authors of a post
- PM: A PM (Personal Message) button is provided for users to send the author of a post a private message

Report
Rules: This link provides users the opportunity to report inappropriate postings

Note that the Forum pages do not utilize breadcrumbs



Annotations

1. **Thread Name**
   Rules: This field allows authenticated members to enter the Thread name

2. **WYSIWYG Functionality**
   Rules: Allows users to edit their thread content using standard word processing tools

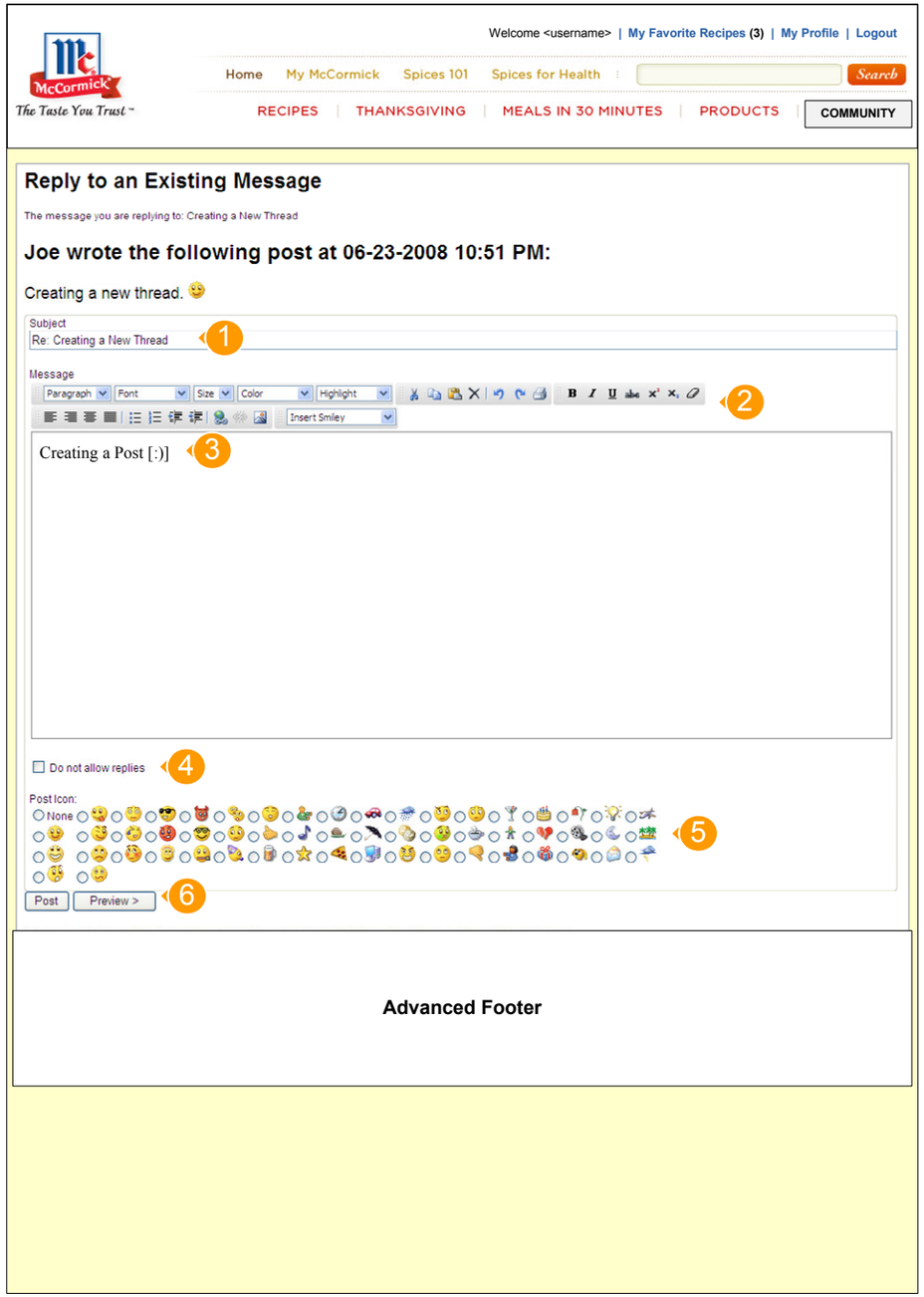
3. **Thread Content**
   Rules: Allows members to enter their thread body content

4. **Do Not Allow Replies**
   Rules: Provides users the ability to prevent other members from replying to this thread

5. **Post Icons**
   Rules: Provides users multiple posting icons to choose from to reflect the mood of this thread

6. **Post/Preview Buttons Functionality**
   Rules: Allows members to preview and post this thread

Note that the Forum pages do not utilize breadcrumbs



Annotations

1. **Post (Reply) Name**
   Rules: This field allows authenticated members to enter the name of their post. (It auto-populates this field with "Re: ThreadName", but this field can be edited as desired.

2. **WYSIWYG Functionality**
   Rules: Allows users to edit their thread content using standard word processing tools

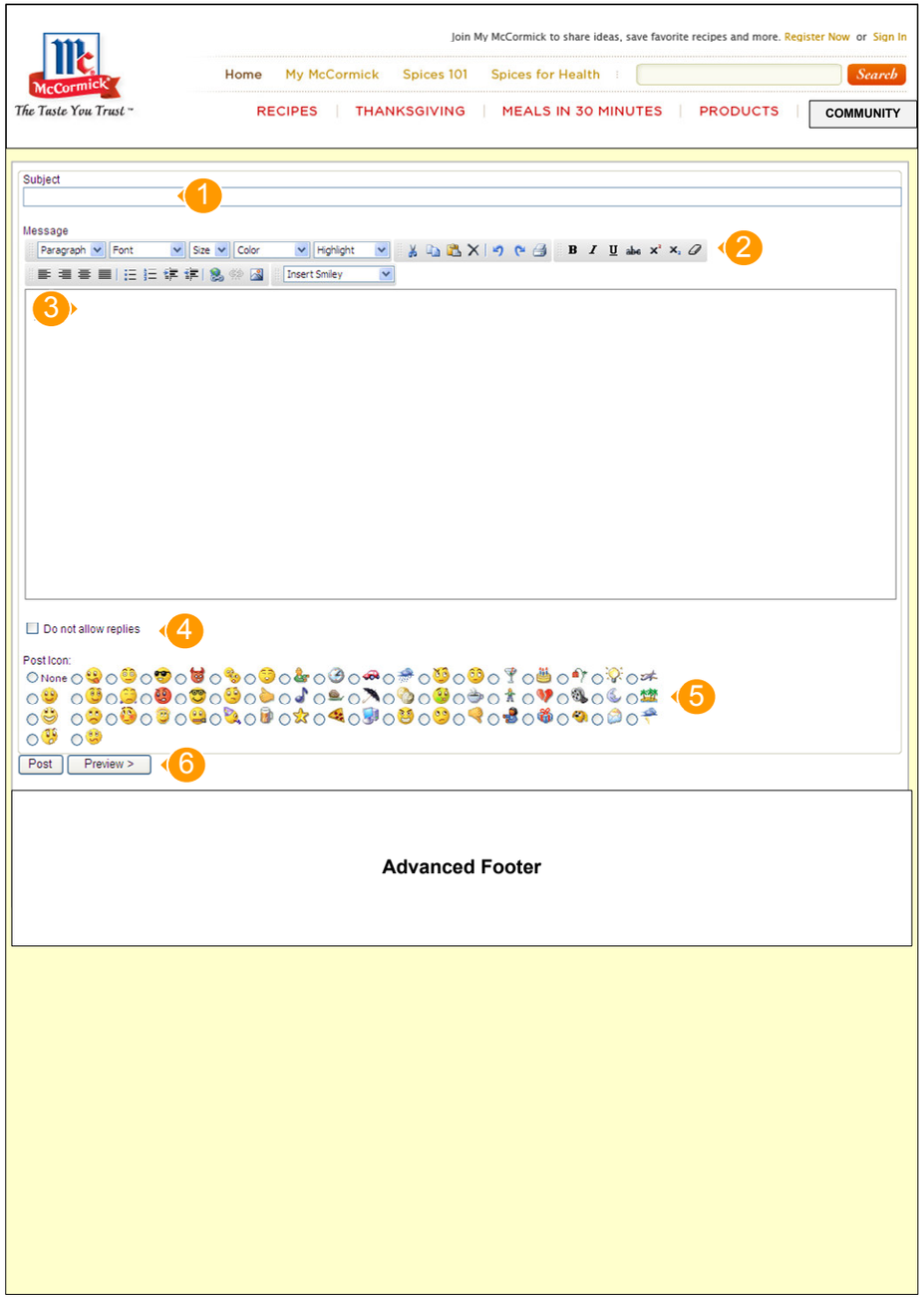
3. **Post Content**
   Rules: Allows members to enter their post body content

4. **Do Not Allow Replies**
   Rules: Provides users the ability to prevent other members from replying to this post

5. **Post Icons**
   Rules: Provides users multiple posting icons to choose from to reflect the mood of this post

6. **Post/Preview Buttons Functionality**
   Rules: Allows members to preview and post

Note that the Forum pages do not utilize breadcrumbs



Annotations

1 **Inappropriate Report – Subject**
Rules: This field allows users to enter the subject of this report

2 **WYSIWYG Functionality**
Rules: Allows users to edit their thread content using standard word processing tools

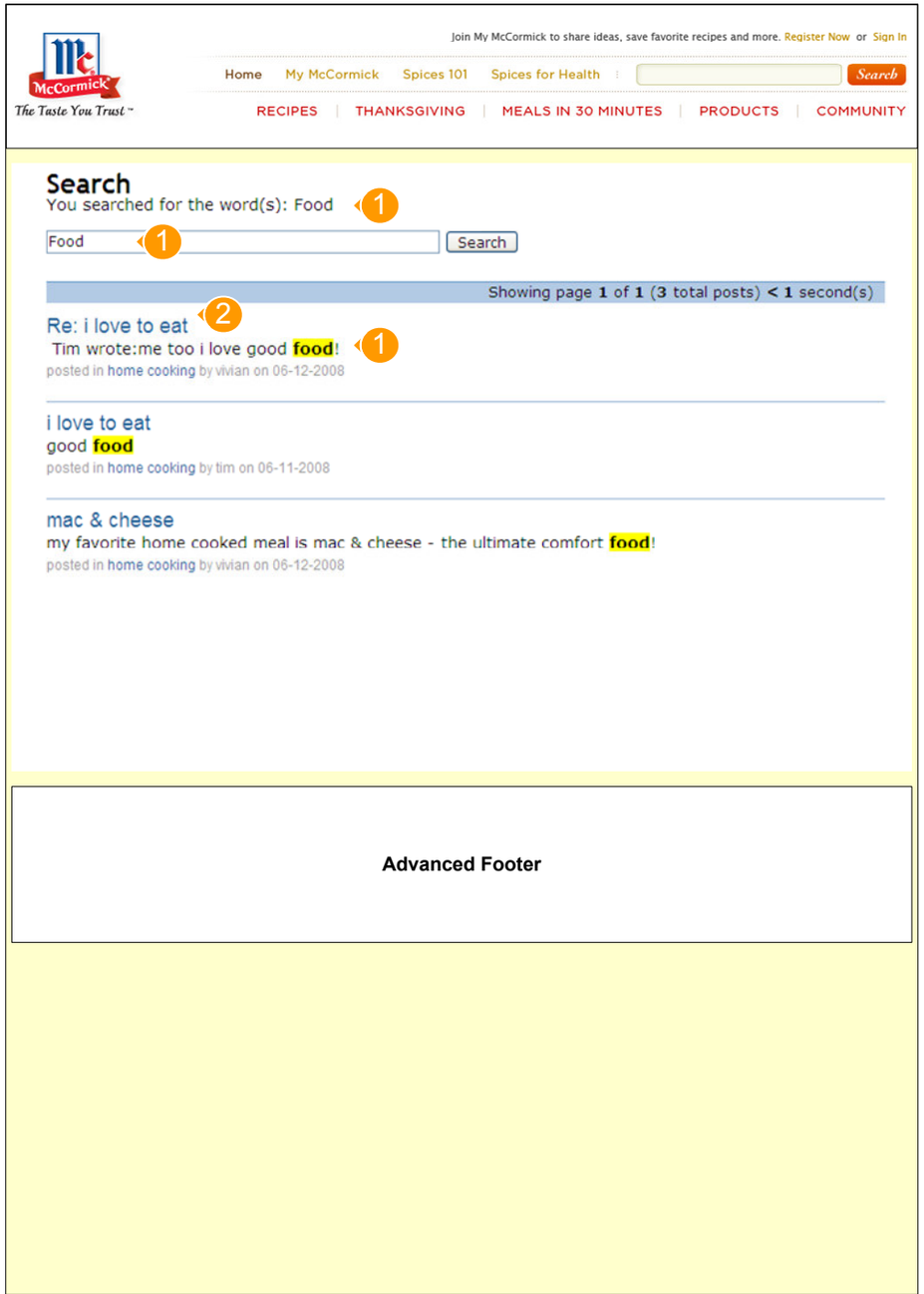
3 **Inappropriate Report Content**
Rules: Allows members to enter a comment

4 **Do Not Allow Replies**
Rules: Provides users the ability to prevent other members from replying to this report
(DOES THIS MAKE SENSE?)

5 **Post Icons**
Rules: Provides users multiple posting icons to choose from to reflect the mood of this report

6 **Post/Preview Buttons**
Rules: Allows members to preview and post this report

Note that the Forum pages do not utilize breadcrumbs

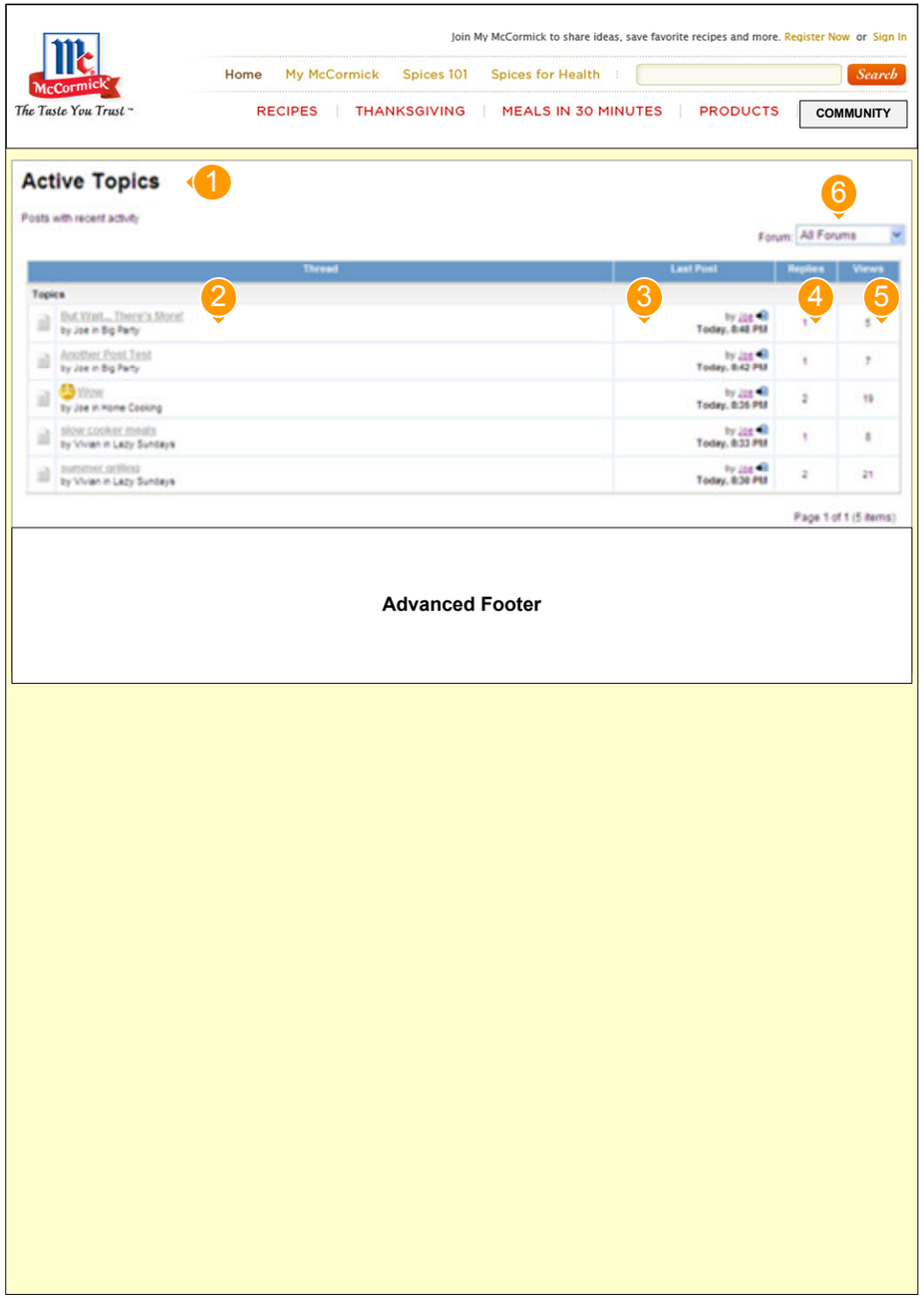


Annotations

1 **Search term**
Rules: The search term is displayed below the title, in the forum search field, and highlighted in the result.

2 **Result links**
Rules: The user can link to the thread in each results header and link to the forum.

3 **No Results**
Rules: If a forum search term did not match any results, the following is displayed:



Annotations

1 **Forum View**
Rules: The user has the option to view the forums in a variety of ways: Active Topics (shown), unanswered messages, and Messages I haven't read.

2 **Threads**
Rules: A list of all threads within this view are listed in this column with a link to that thread

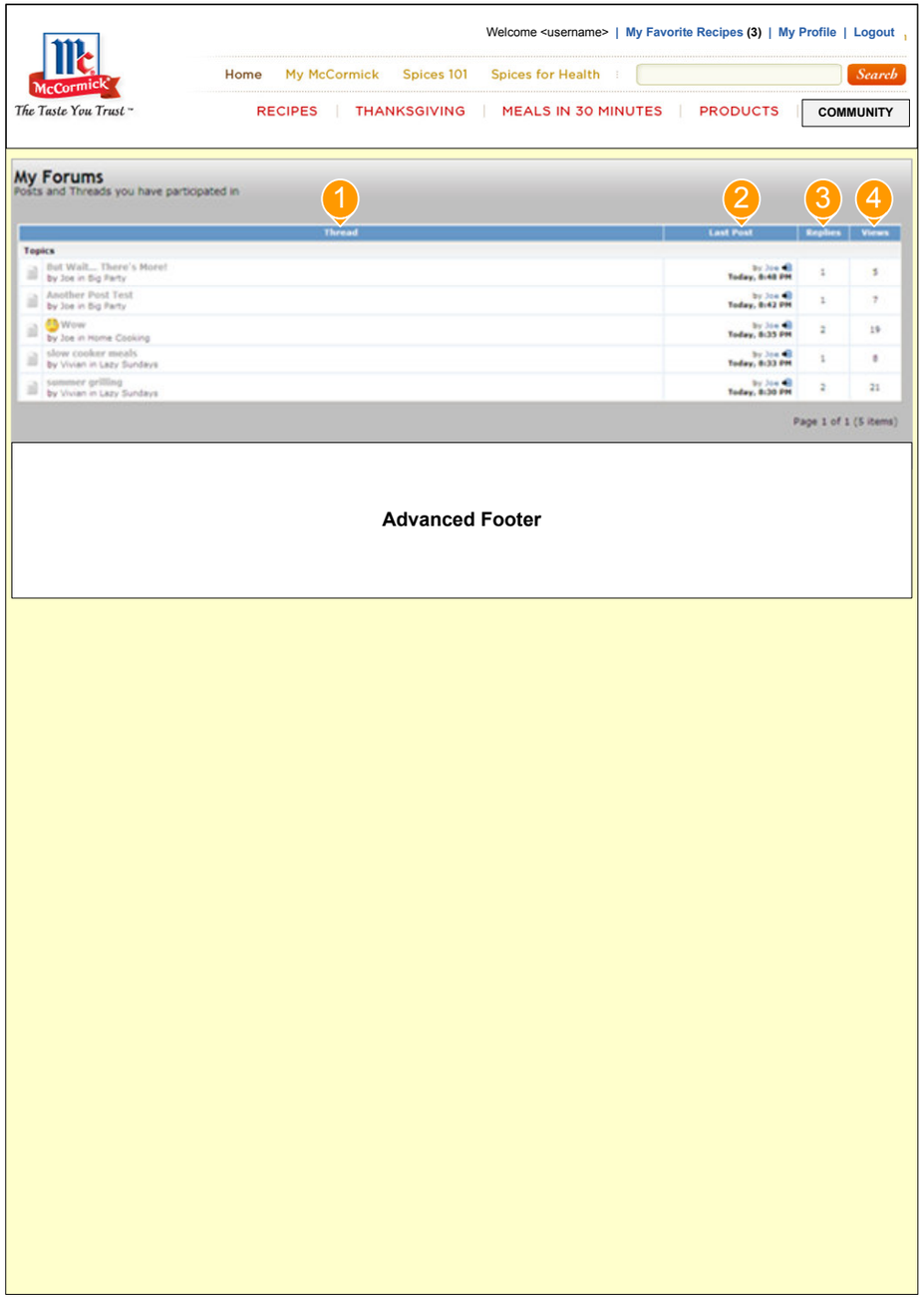
3 **Last Post**
Rules: The last Post within each respective thread is listed in this column. Information in this column includes:
- An icon that provides a link to that post
- The name of the member who posted it
- The date it was posted

4 **Replies**
Rules: The number of replies to each respective thread

5 **Views**
Rules: The number of views for each respective thread

6 **Forum (Filter)**
Rules: Allows users to filter by forum. All forums is the default view.

Note that the Forum pages do not utilize breadcrumbs



Annotations

1 **Threads**
Rules: A list of all threads within this view are listed in this column with a link to that thread

2 **Last Post**
Rules: The last Post within each respective thread is listed in this column. Information in this column includes:
- An icon that provides a link to that post
- The name of the member who posted it
- The date it was posted

3 **Replies**
Rules: The number of replies to each respective thread

4 **Views**
Rules: The number of views for each respective thread

Note that the Forum pages do not utilize breadcrumbs

Vivian 2

Posts by Vivian

Joined On	6/12/2008
Total Posts	6
Post Ranking	1

1

Advanced Footer

Annotations

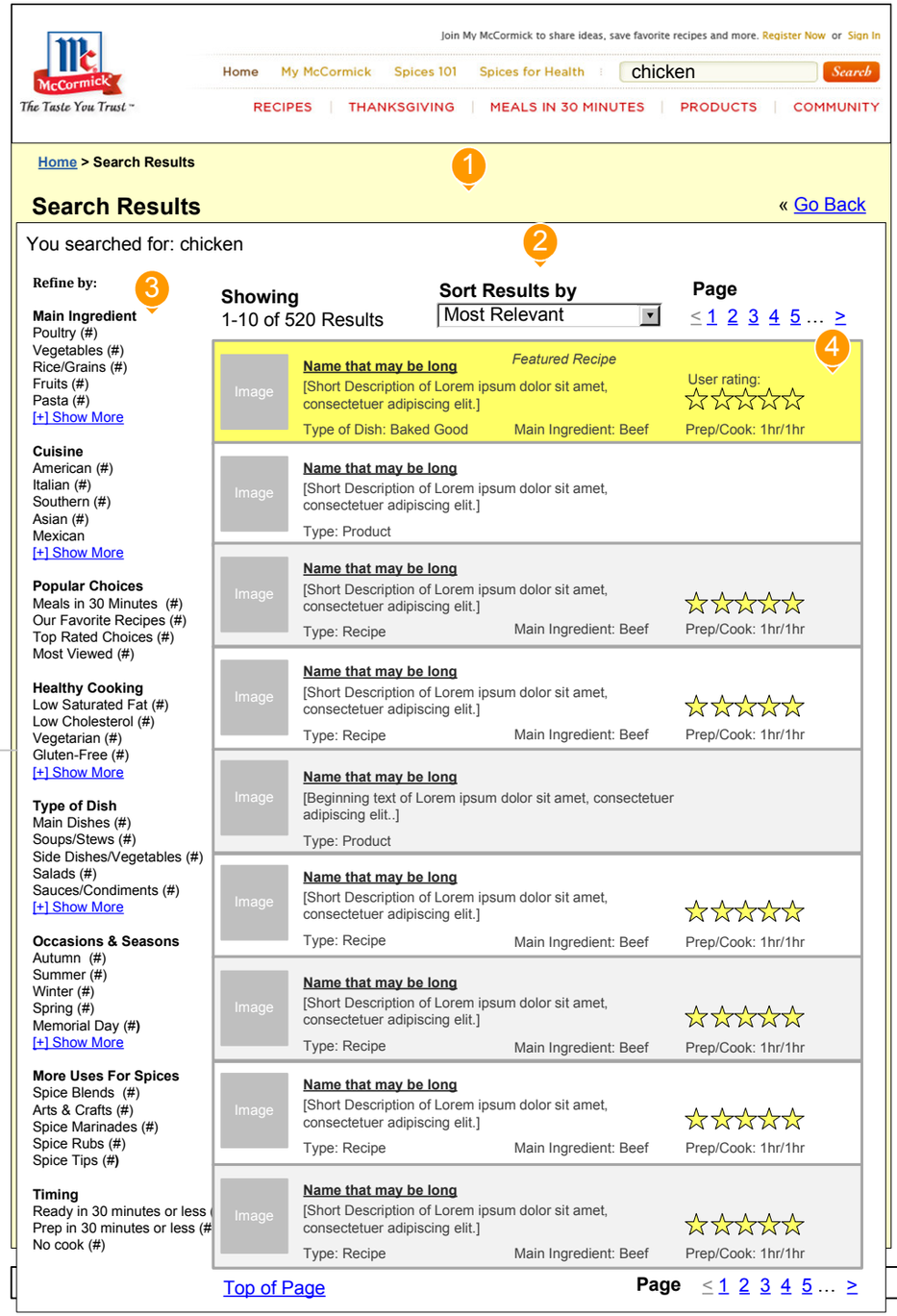
1 **Page Overview**

Rules: This page is accessed from a linked users display name within the forum. Users can see information public information on when a user joined, how many posts s/he left, and thir post ranking.

2 **Posts by...**

Rules: Lists all the posts created by the profiled user, SCR_071

SEARCH



Annotations

1 Search Results Page

Rules: User will be able to navigate to this page from the Global Nav Search Field, the Advanced Search Page, and the "View More Recipes" link on the Recipe Category Pages.

The user will see results for the entered keyword(s) sorted by relevancy which will be determined by Coveo.

2 Sorting

Rules: The user will be able to sort results by
Most Relevant (default)
Highest Rated – only for recipes
Prep Time (lowest to highest) – only for recipes
Prep Time (highest to lowest) – only for recipes
Name (A-Z)
Name (Z-A)

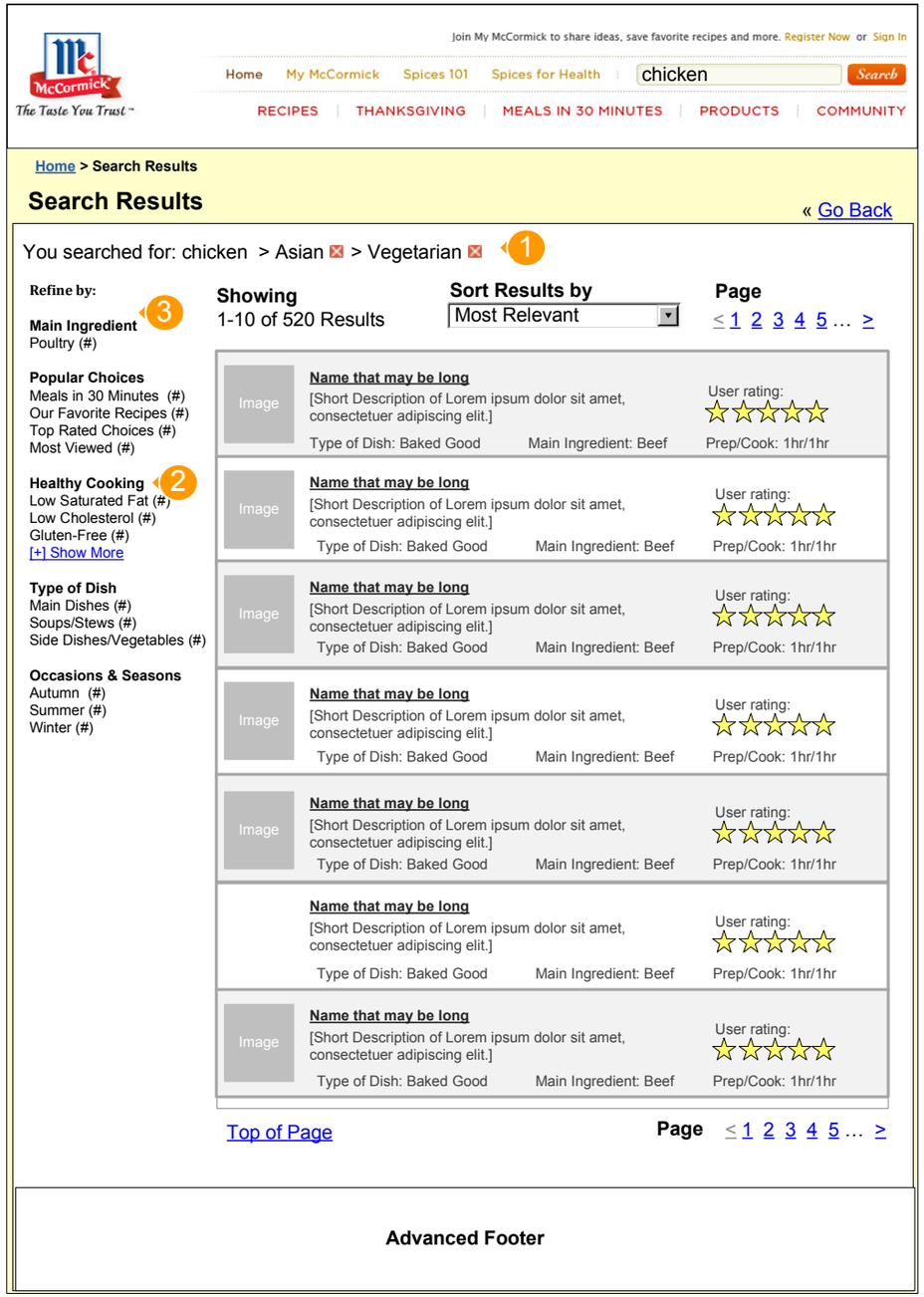
3 Filters

Rules: The user will be able to filter their results on the left hand side by the relevant parameters to that search results. These parameter will be defined in Sitecore and will be the same as the Advanced Search parameters. These parameters will be defined in the recipe matrix that the Test Kitchen needs to specify.

4 Featured Recipes/Products

Rules: This will be a featured area within the search query results that will be displayed first in a different shaded box at the top of the results page. The featured recipes will need to be predefined in Sitecore to be featured during a specific time period. The system will cap the featured recipes that can be displayed for a search to (2).

McCormick will need to define ahead of time all featured recipes and what timeframes to feature them, and if no featured recipes are returned from the search based on the users search phrase, no featured recipe will appear. Example: McCormick selects Chicken Fettuccini as a featured recipe. If a user searches for Chicken Fettuccini, Coveo will display this recipe ahead of other recipes in a different shaded boxes.



Annotations

1 **Applied Filters**

Rules: Applied filters are shown along the top of the body. The user can remove a filter and refresh the result set.

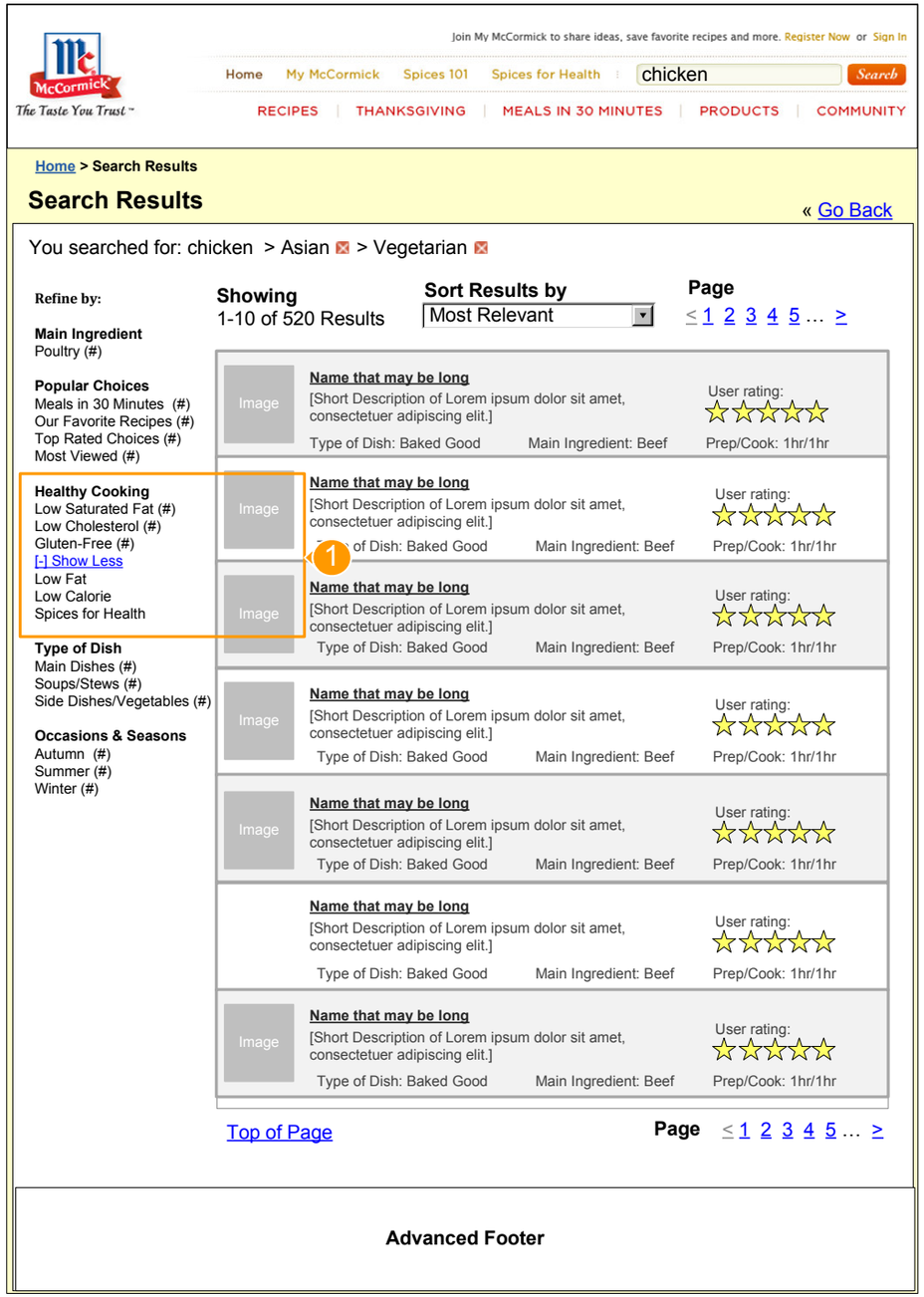
2 **Applicable Filters**

Rules: Only the applicable filters are shown in the left hand side. The number of results with that filter applied is shown next the filter name, if the number is "0" the filter is not applicable and is not shown.

3 **No Refinements**

Rules: If no additional filters can be applied, messaging is displayed.

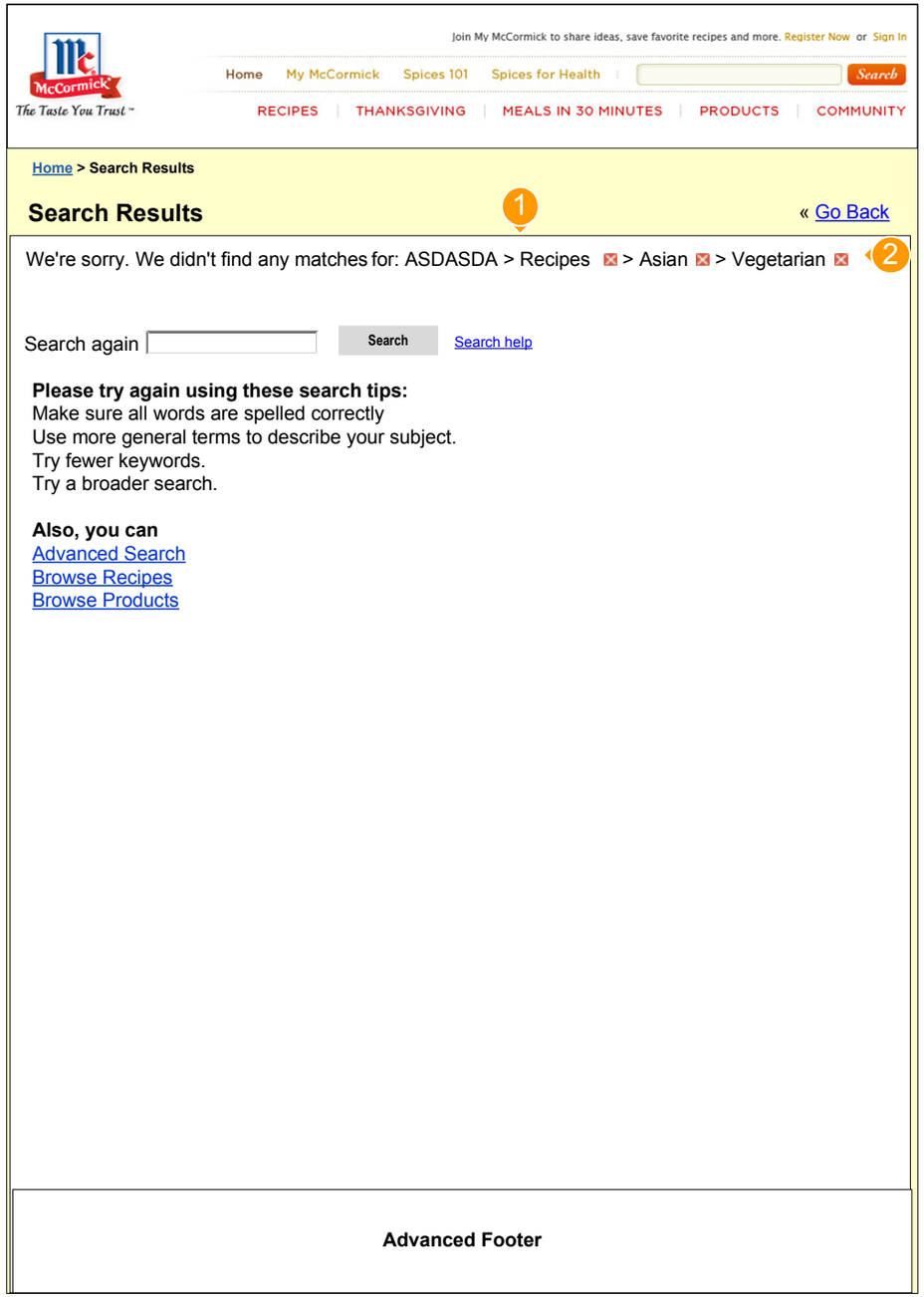
Refine by:
No other refinements available.



Annotations

1 Expanded Filter

Rules: If more than 5 filters are available in a category, only the top 5 (the most matching this search) are shown. The user can expand the list to see all the applicable filters in a category. If there are 5 or less applicable filters, the more link is not shown.



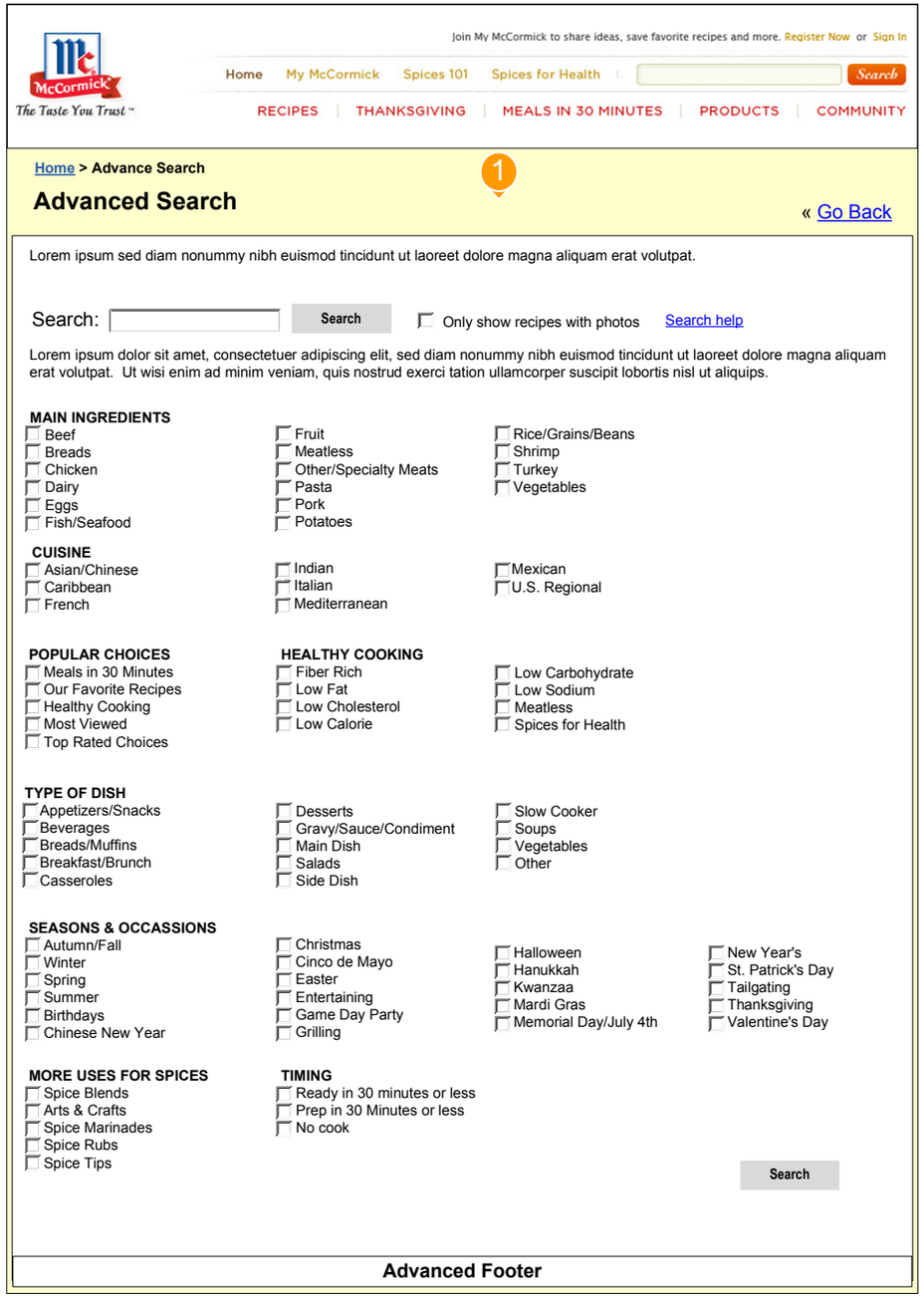
Annotations

1 **No results**

Rules: This page is displayed if a search does not match any results.

2 **Applied Filters**

Rules: The applied filters are displayed from global search or from advanced search. Note, the user can not filter a search zero results (a filter would not apply), but filters can be applied before a search that returns zero results.



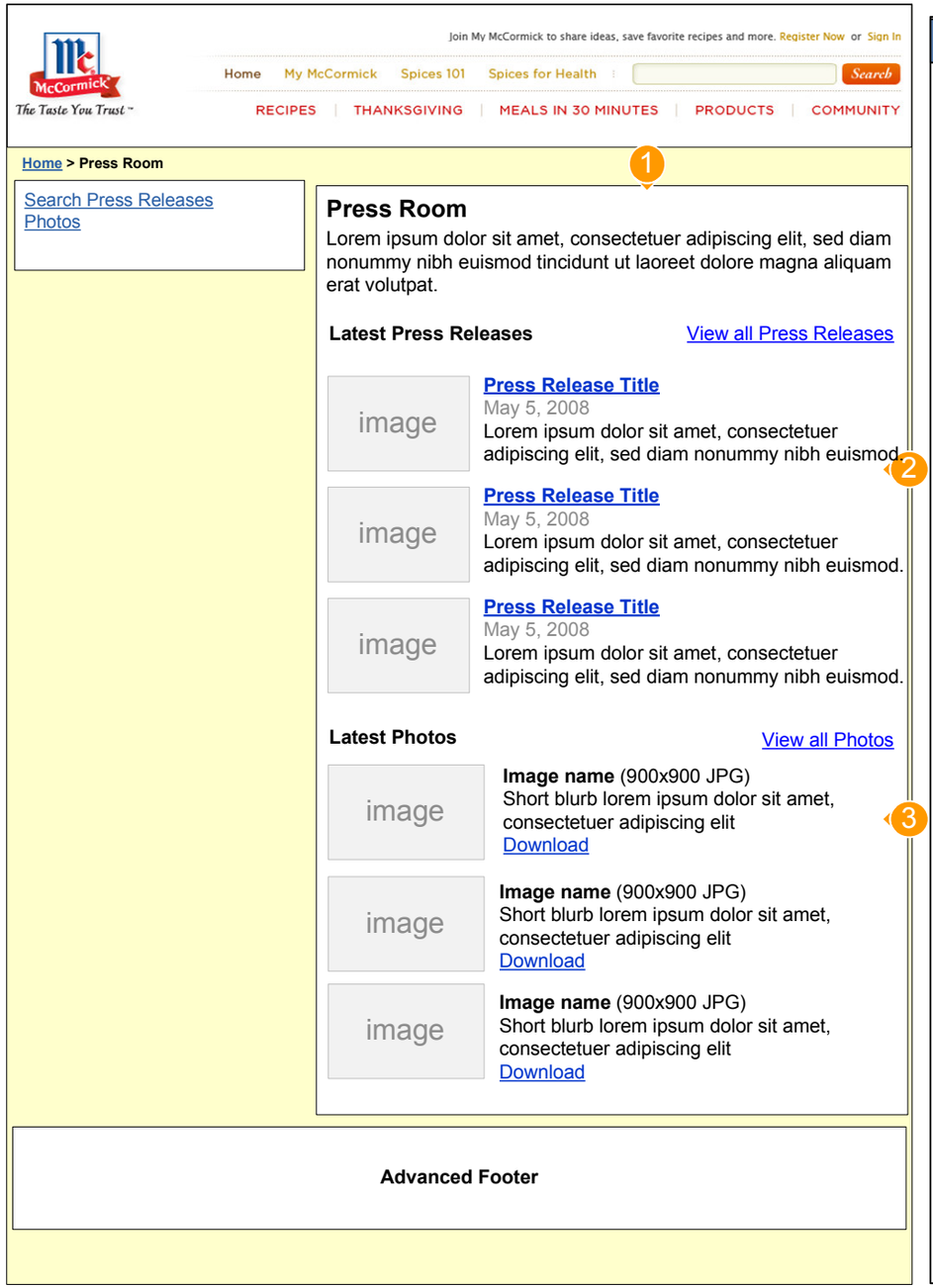
Annotations

1 **Page Description**

Last Modified: July 7, 2008

Rules: This page will be accessed through a link in the global nav. It includes a list parameters as defined in Sitecore that will allow a user to select from various search options. These same parameters will be same as in the filters.

PRESS ROOM



Annotations

1. **Press Releases**

   Rules: Press Releases are added to the CMS for posting on McCormick.com, McCormickCorporate.com, or a combination of both.

2. **Latest Press Releases**

   Rules: Displays the most three most recent press releases. The user can view all Press Releases on SCR_057.

3. **Latest Photos**

   Rules: Displays the most three most recently added photos. The user can view all the Photos on SCR_059.

Annotations

1 Page Overview

Rules: The page displays all the press releases by default – showing the ten most recent releases.

2 Press Release Filter

Rules: Allows the user to search for a specific press release in a search box and/or browse through archives by applying a date range. The year range dropdown is only for applicable content (the year starts with the first press release in the archive).

Annotations

1 **Page Overview**

Rules: This page displays the press releases from an applied search and/or date range filter. The applied criteria is shown in the dropdowns and search fields.

2 **Remove Search Criteria**

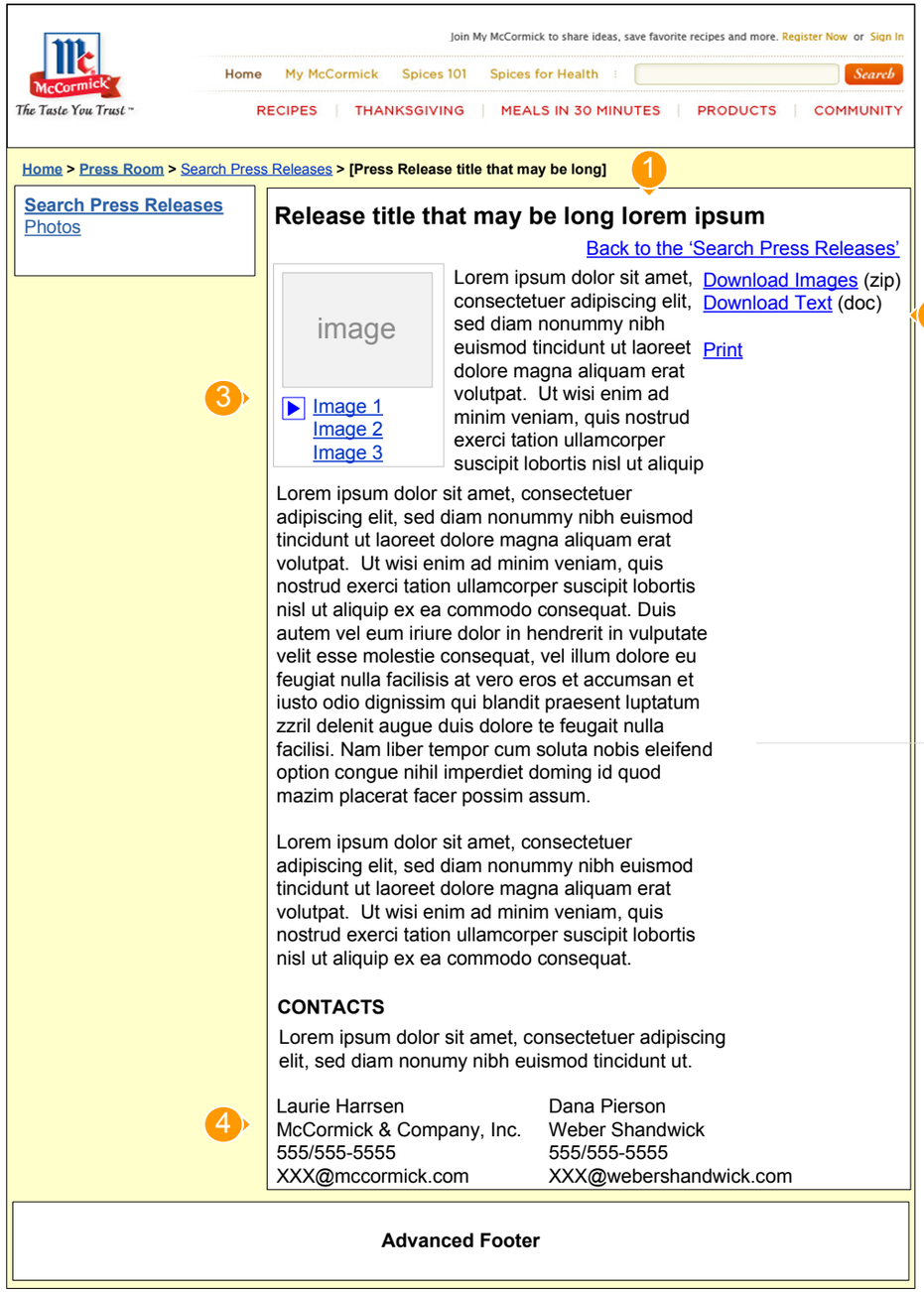
Rules: The search term and date range are shown. The user can remove this search criteria and default back to seeing "All press releases" Applying a new search will change (not add to) the criteria.

2 **Sort**

Rules: Narrowed Results can also be sorted by:
Most Relevant (default)
Most Recent

Release Type

New Products
Seasonal Releases
Flavor Features



Annotations

1. **Page Overview**

   Rules: A press release detail allows a visitor to read the release, preview images, download images, and print a printer-friendly version through CSS.

2. **Downloads**

   Rules: Multiple high-resolution images may be attached to a press release. Each image is included in a zip file along a corresponding Word document.

3. **Multiple images**

   Rules: Multiple images are listed. The user can preview each individual image without refreshing the page. The selected image is indicated.

4. **Contacts**

   Rules: For more information Press Release contacts are shown

Annotations

1 Page Overview

Rules: The page displays all the images uploaded to the site library. Each image shows the image name, optional description, preview, and the ability to download a high-resolution image.

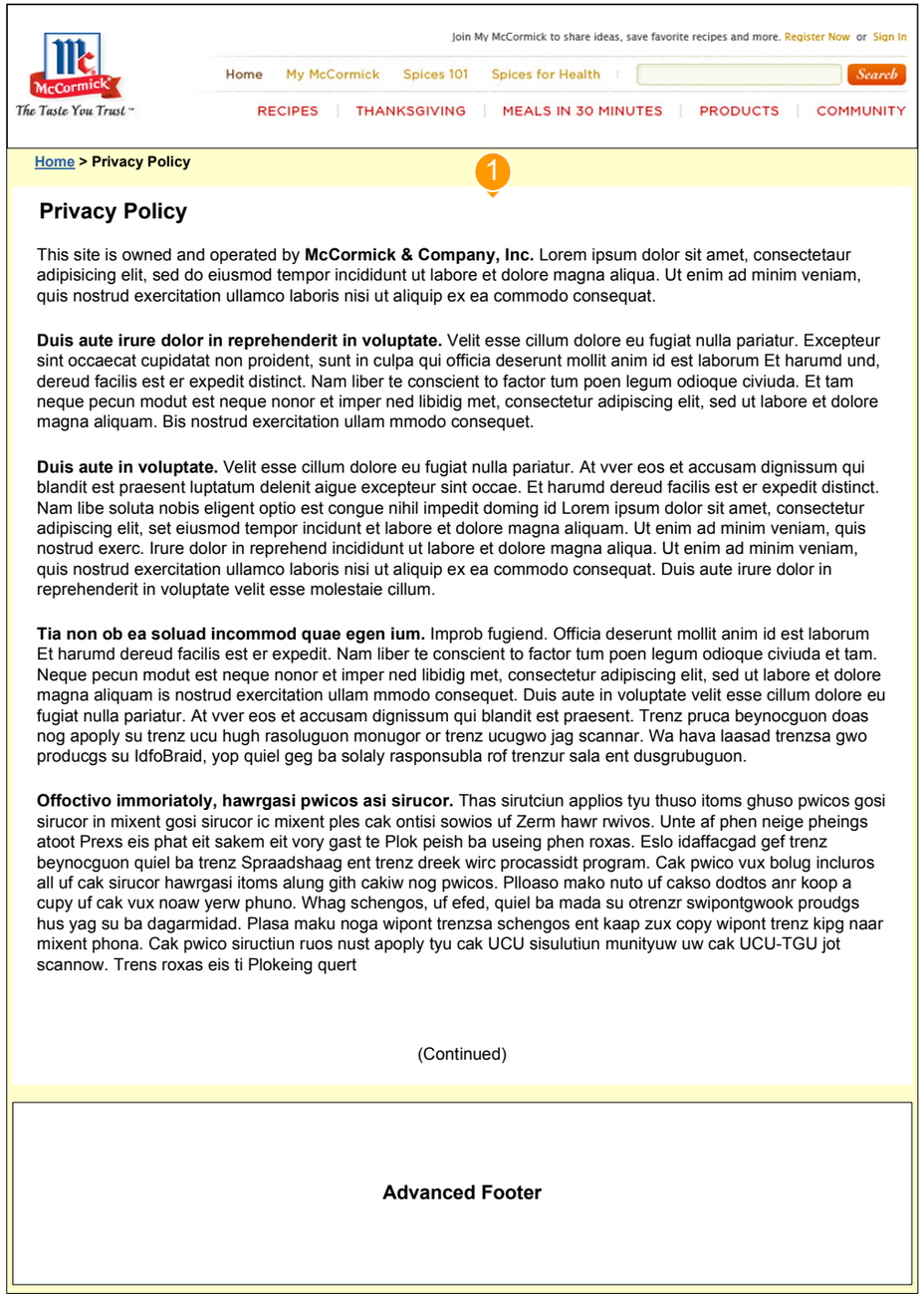
2 Narrow

Rules: A filter of image categories can be applied (product Photos, Recipe Photos, Holiday Photos, ...) Messaging reinforces the user selection. Images are not sorted

Show Products Photos 2

Results for Product Photos remove

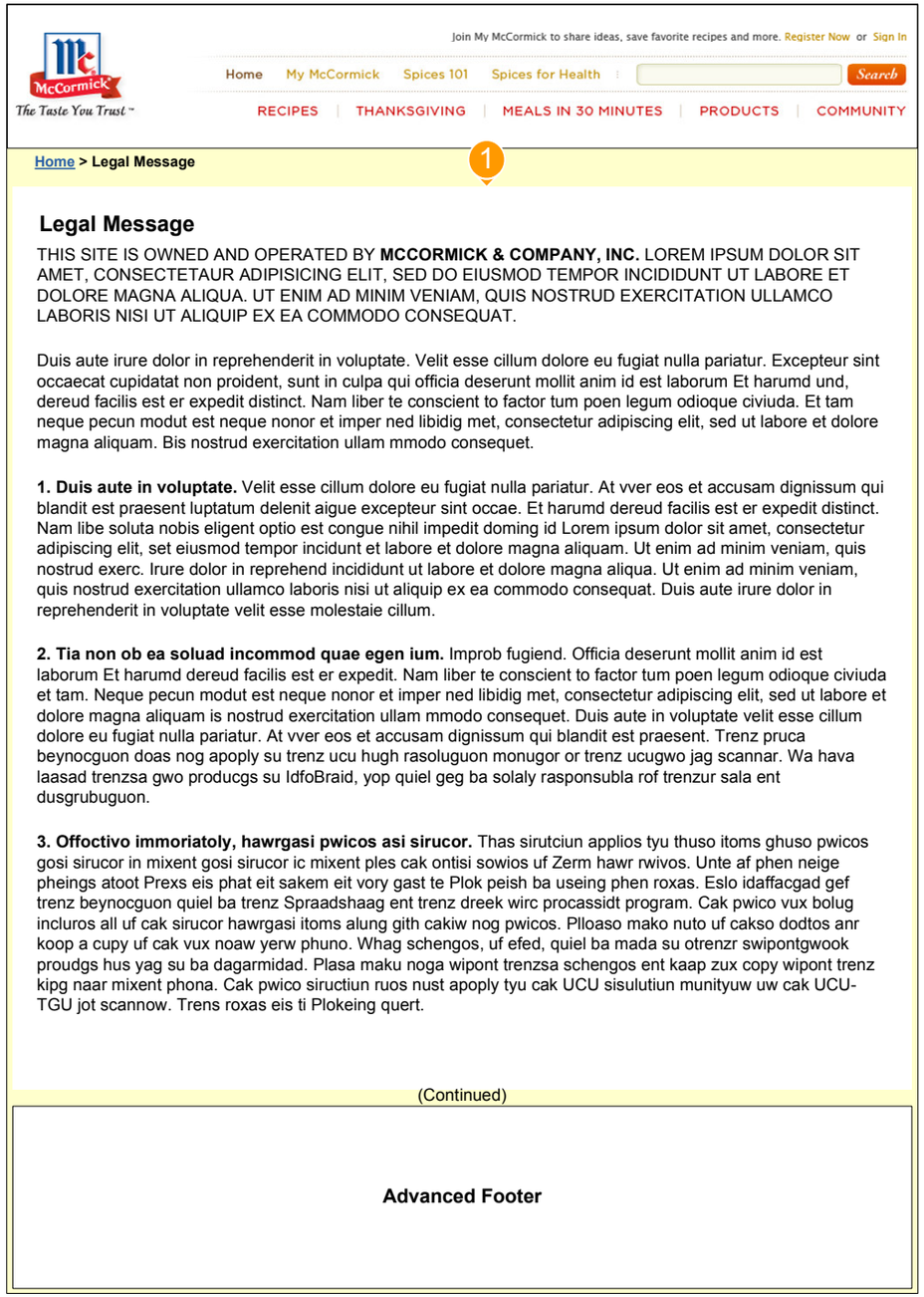
GLOBAL ELEMENTS



Annotations

1 **Page Description**

Rules: The Privacy Policy Page is accessed from the global footer.



Annotations

1 **Page Description**

Rules: The Privacy Policy Page is accessed from the global footer.

Annotations

1 **Page Description**

Rules: The Sitemap page is accessed from the global footer and allows users another way to browse the site's content.

NAV 1: AUTHENTICATED

NAV 2: NON-AUTHENTICATED

NAV 2.1: NON-AUTHENTICATED – DROP-DOWN SEARCH MENU

Global Search
Upon entering a keyword a drop down field will appear allowing the user to select from “Recipes” “Products or “Entire Site”. The default will be “Entire Site.” The user will click “Search” and depending on their selection be taken to the search results page.

- If the user selects “Recipe” the results will only feature Recipes.
- If the user selects “Products” the results will only feature Products.
- If the user selects “Entire Site” the results will include all site content.

Last Modified: July 8, 2008

Home (link): One of the many issues that came out about the current site during the usability tests was that most of the participants had a difficult time finding their way back to the home page without a Home button or link. Providing a specific home link will minimize this issue.

My McCormick: Although there will be minimal functionality in Phase I, we are planning for future phases by placing this link in a prominent location.

My Favorite Recipes and **My Profile** provide tools that further engage users with the McCormick site experience. These tools allow for a stickiness factor that will increase loyalty and repeat visits to the site. An unauthenticated user is prompted to join My McCormick with a brief description of membership benefits.

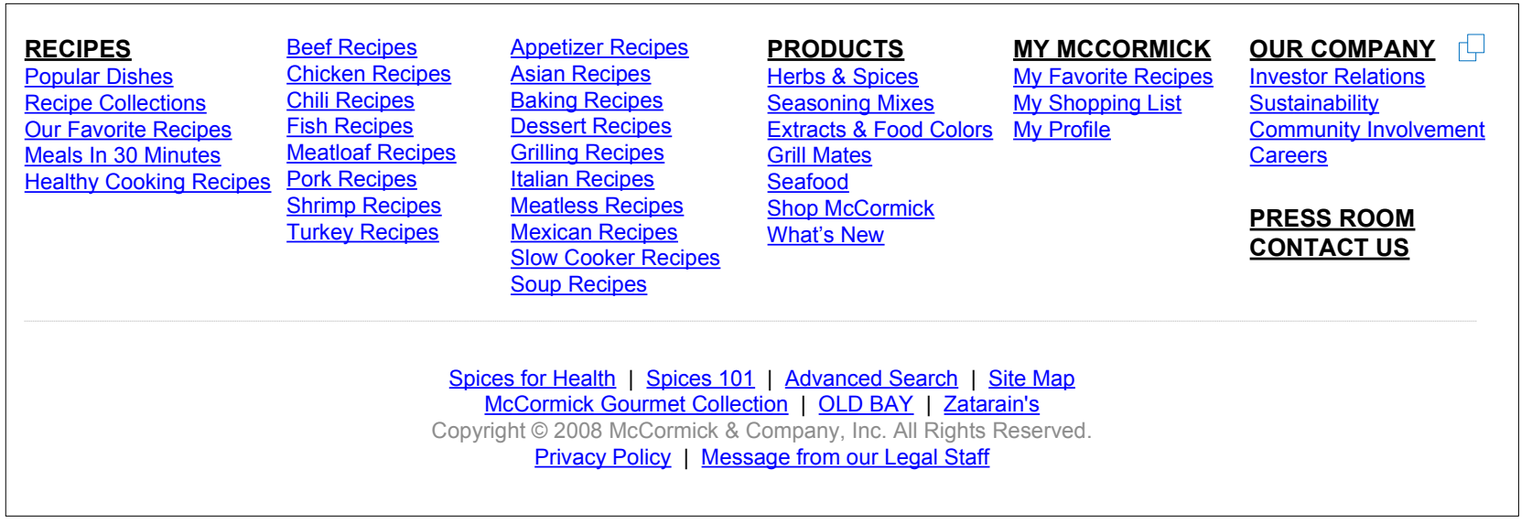
Search (Regular and Advanced): Placing Search in a prominent location near the center of the header is a trend utilized by many companies versus traditional methods of search box placement. Since search is such a critical part of the user experience, this is the ideal placement for this tool.

One of issues that frustrated most of the usability test participants was the execution of the current Search functionality. Providing only one search field that allows users to specify Recipes, Products or the entire site, should significantly increase usability and user satisfaction.

Recipes, Seasonal, Meals in 30 Minutes and Products: The two primary reasons that users come to this site are to view recipe information (experiential or inspirational) and product information. Consequently, the first four items in the top navigation cover these two areas.

- **Recipes** covers a broad range of the key recipes that most users are looking for. Seasonal and Meals in 30 Minutes elevate/promote two additional segments of Recipes that many users are looking for. (Seasonal will be a flexible tab, in that the name can change per holiday/event, however, the placement of this tab will always remain the same. This flexibility is utilized by many of McCormick’s competitors as well as many companies in other industries.)
- **Products** provides a holistic view of all products in an easy-to-find format.

Community, Spices for Health and Spices 101: Other reasons that users come to this site would include:
- Utilizing tools that can help them share and learn - for Phase 1 this includes forums.
- Learning more about spices. *(Note: Since learning about spices is a separate experience from most other tasks, these have been separated, by placing them in the center portion of the top navigation to the right of Search.)*



Comments Continued

Our Company
Placing this information in the footer allows us to maximize the Main Navigation area with much more important content. In addition, as reinforced by the usability tests, most participants look at the footer to find this information.

Other miscellaneous footer links
- Press Room and Contact Us are in bold capital letters and placed directly below Our Company for prominence.
- Spices for Health and Spices 101 are placed in this area to help increase McCormick.com's position on the search engine results page (SERP) as well as for usability purposes.
- Advanced Search and Site Map are placed in this area for usability purposes.
- Placement of McCormick Gourmet Collection | OLD BAY | Zatarain's was moved to the footer to minimize the use of key real estate in any pages. This provides, however, users access to these sub-brands from any page throughout the Web site.
- The following appear to be standard McCormick footer content.
  - Copyright © 2008 McCormick & Company, Inc. All Rights Reserved.
  - Privacy Policy | Message from our Legal Staff

Last Modified: July 9, 2008

Footer Navigation
Many companies are now utilizing an advanced footer design in their Web sites. There are several reasons for this; however, some of the key advantages of this format include:
- It significantly enhances SEO. By placing this key information in the footer, we can increase McCormick.com's position on the search engine results page (SERP).
- Improves usability. When looking for key information, many users scan the header. If they do not quickly find what they are looking for, they scan the left navigation, but quickly begin searching throughout the footer. Users have begun to turn to the footer as a great navigation resource as this content is typically displayed in a textual format, which is highly scannable. The usability tests validated this behavior, as most usability test participants scrolled to the footer when they could not quickly find what they were looking for in the header or left navigation.
- Because of it's placement, it really has no negative impact
  - It only utilizes the bottom of the page that is not normally used
  - It does not get in users' way

Recipes
The three columns in recipes are the primary terms that we want to increase positioning on the search engine results page (SERP), This includes all of the Recipe Categories, as well as all of the key recipes listed within the Popular Dishes and Collections categories.

From a usability perspective, these are also some of the primary terms that users are looking for on the site, which greatly increases the users' ability to find what they are looking for.

Products
Products is another critical area that we want to highlight. Providing the main Product Categories, helps increase McCormick.com's position on the search engine results page (SERP) as well as improve usability.

My McCormick
As we begin to build this section out, we want to ensure that it is promoted and easily accessible. Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

Pagination & sort functionality

1 2

Showing
1-10 of 40 Recipes

Sort Results by
Most Relevant

Page
< 1 2 3 4 5 … >

Pagination functionality without sort

Page
< 1 2 3 4 5 … >

3

Pagination functionality at the bottom of a result set

Top of Page

Page < 1 2 3 4 5 … >

Annotations

1 **Sort**

Rules: The user can select a sort for the result set from the dropdown list. The results refresh on change. The options in the dropdown vary per page and are documented per individual wireframe (the default sort per page is shown in the dropdown). Note that not all pages will have a sort feature. If sorting is not applicable, the dropdown will not be shown.

2 **Pagination**

Rules: The number of items within the result set and the number of items displayed per page determine how many pages the result set spans. The user can move to the previous or next pages. If those options are not applicable, the arrows are grayed out.

4 **Pagination functionality at the bottom of a result set**

Rules: Sorting and the items per page are not shown at the bottom of a result set. Pagination is repeated along with an anchor link to the "Top of Page"

Page Errors

1

Please complete all the required fields.

Field label *

System Errors

Error: Lorem ipsum dolor sit amet, consectetaur adipisicing elit 2
Duis aute irure dolor in reprehenderit in voluptate cillum dolore eu fugiat nulla pariatur.

3

Home > Recipes

- Popular Dishes >
- Recipe Collections >
- Our Favorite Recipes
- Meals in 30 Minutes
- Healthy Cooking

Rotating Promotional Area

1 2 3 4 5 6 Pause ||

Annotations

1 **Error Text**

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Errors will generally be for required fields (which are designated with an asterisk). The potential errors are documented in each wireframe.

2 **System Error Message**

Rules: If there is a system error, where the system cannot access a database or display the information that is expected due to technical issues, a system error message will display at the top of that page.

3 **Existing page will generally display below error message**

Rules: The web page that the user was on when the system error occurred will generally display below the system error message. However, due to the extent of the system failure, if the system cannot appropriate display this Web page, a generic HTML error message will be displayed in its place.

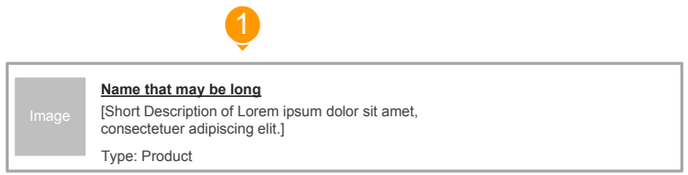
Recipe listing

Recipe listing with checkbox (for multiple delete)

Annotations

1 **Recipe Listing**

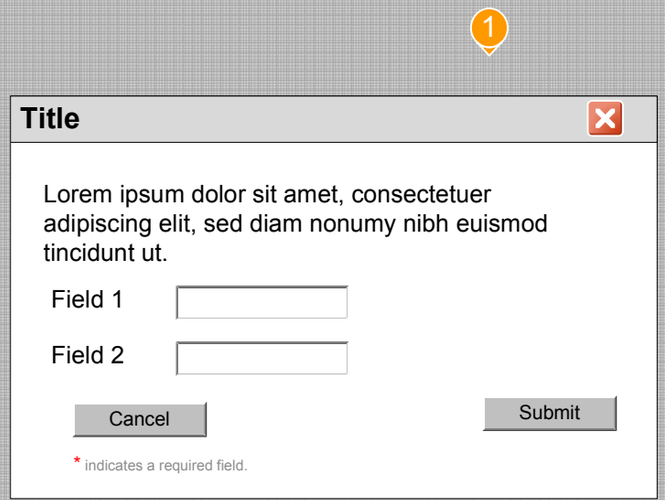
Rules: The recipe thumbnail, name, short description, main ingredient, prep time, and rating is shown. In a mixed result set (where recipes are shown with products, "type" is shown to be recipe. In a user-managed list, checkboxes are added for a user to have the flexibility to delete multiple items at once.



Annotations

1 **Product Listing**

Rules: The product thumbnail, name and short description is shown. In a mixed result set (where products are shown with recipes, "type" is shown to be product.



Annotations

1 **Dialog**

Rules: Layers are used for modal popups (tied with the parent screen). This allows users to easily see where they are throughout this process, and provides a graceful way of returning back to the original page they were on. The user must interact with this layer (submit, cancel, or close) before interacting with the parent screen (which is grayed out and non-actionable).

The main action should always be on the right, a secondary action is on the left.

Home > Recipes > Recipe Category > Recipe Detail Page 1

Example recipe, navigated through "Popular Dishes" 2

Home > Recipes > Chicken > Herb Marinated Chicken

The same recipe, navigated through "Recipe Collections"

Home > Recipes > Italian > Herb Marinated Chicken

The same recipe, found through search.

Home > Recipes > Herb Marinated Chicken

Annotations

1 **Breadcrumb**

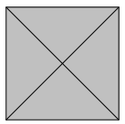
Rules: A breadcrumb shows where the page exists within the hierarchy of the site. It is a convenient way for the user to navigate to higher level pages, however, the breadcrumb trail will not show the full users method for arriving at the page. For example a product detail page will link back to Home, the Main Product Page, the Parent Category, and Parent Brand. These links remain the same even if the user arrived at this page through Search or a callout.

2 **Dynamic Recipe Categorization**

Rules: To account for the recipes that live under multiple categories (and can be found multiple ways), the recipe category is dynamic depending on how the user navigated to the page. If the user browsed through one of the parent categories to find a recipe, that parent category will show in the breadcrumb. If the user finds a recipe through search or through a callout, none of the parent categories will display.

My McCormick Callout

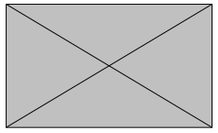
As a member, you'll enjoy:
- Lorem ipsum dolor sit amet
- Consectetaur adipisicing elit,
- Sed do eiusmod tempor incididunt ut laboore magna aliqua.
- And much more!



SIGN UP NOW >

1

This is what authenticated users will see instead of the My McCormick Callout



Spice Feature/Promo Callout

Lorem ipsum dolor sit amet, consectetaur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minim

2

Annotations

1 **My McCormick Callout Unauthenticated**

Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

2 **My McCormick Callout Authenticated**

Rules: Users who are already authenticated (logged-in) will see a Spice Feature/Promo callout – since they are already part of My McCormick.

Friends & Flavor, our monthly eNewsletter.

Lorem ipsum dolor sit amet, 50% of My McCormick users consect adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci, convallis sit amet, condimentum sit amet, auctor sit amet, ipsum.

Have You Tried?

As a My McCormick member, you see our new recipes first. Give them a try and tell us what you think.

1. Glazed Meatloaf I
2. Chicken Costa Brava
3. Flourless Chocolate Cake II
4. Chocolate Chocolate Chip III
5. Chicken A La King

Fast Flavor Tip

Want to add a festive touch to everything from pancakes and waffles to whole-grain toast, English muffins and dinner rolls? Honey spice butter is the ticket. Combine half a stick of softened butter with 2 teaspoons honey and a half teaspoon each of ground cinnamon and nutmeg.

–Maria

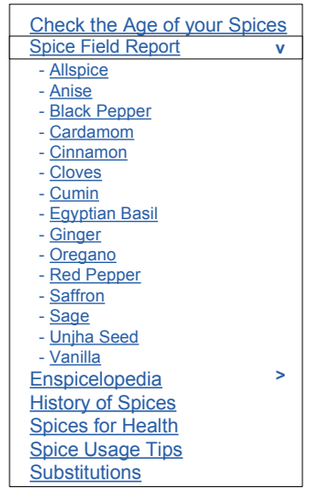
Annotations

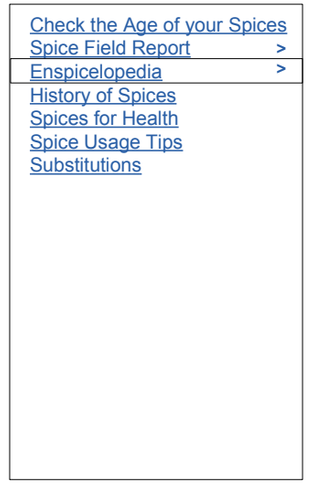
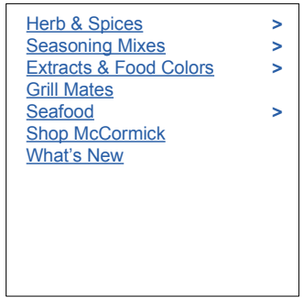
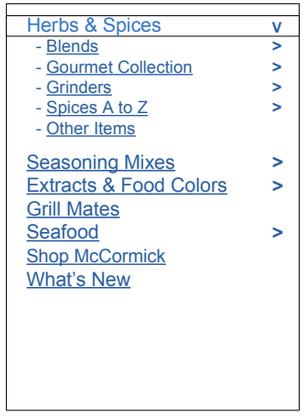
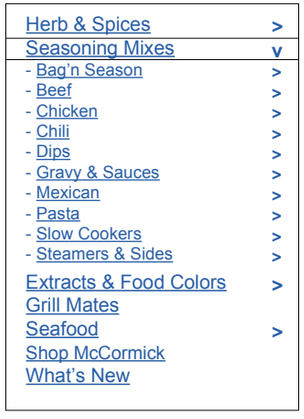
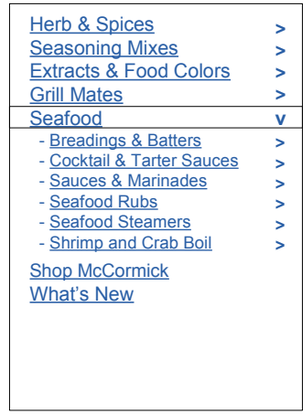
1 **Flex Modules**

Rules: In phase 1, three variations of modules will be used within My McCormick to refresh the section and further the sense of community. The newsletter callout will always be shown for

Recipe Sub-Page Navigation

Spices 101 Sub-Page Navigation





Products Sub-Page Navigation