



# Join our Menu Mention Program!

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



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

Technomic Flavor Consumer Trend Report, 2019

Between January 1st – Dec 31st, 2025, operators are eligible to earn up to \$150 per unit by mentioning McCormick For Chefs products on their menu!

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

Contact your McCormick sales representative for more details





## MENU MENTION PROGRAM GUIDELINES

Revised 1/1/2025

Here's a great way to drive business by identifying top brands and limited-time offers on your menu. The following usage guidelines will help you drive trial while adhering to the McCormick For Chefs' branding guidelines.

### Logos & Art:

Featuring Franks RedHot®, Cholula®, OLD BAY®, and/or Cattlemen's® BBQ Sauce logos on your menu is a compelling way to let your customers know you proudly use and serve these well-known brands.

### Wording:

✓ Brand your menu items using our brand names in these possible ways:

- Frank's RedHot® - and/or -



- Cholula® - and/or -



- OLD BAY® - and/or -



- Cattlemen's® BBQ - and/or -



✓ Show the menu item by stating "made with..." For ex. "Buffalo Chicken Dip made with Frank's RedHot®."

✓ Show the trademark line. It is typically shown in small font on the bottom of the material:

- Frank's RedHot® is a registered trademark of The French's Food Company, LLC.
- Cholula® is a registered trademark of Spicy Liquid, LLC.
- OLD BAY® is a registered trademark of McCormick & Company, Inc.
- Cattlemen's® is a registered trademark of The French's Food Company, LLC.
- If more than one brand is featured, state "Brand A" and "Brand B" are registered trademarks of McCormick & Company, Inc.

**When showing our brand logos, ensure they are:**

- ✓ legible
- ✓ not condensed or stretched
- ✓ shown with full components; not partial
- ✓ shown upright

Correct usage	Incorrect usage
	
	
	
	

## Logo Basics:

- ✓ Logo placement must be at least .75”
  - For regular backgrounds:** Standard Color Versions
  - For dark backgrounds:** Reversed One-Color Version – white background with black type

## 2 Ways to Use Logos on Your Menu:

1. Add the Frank’s RedHot®, Cholula®, OLD BAY®, and/or Cattlemen’s® BBQ Sauce logos to your menu and receive a \$150 Menu Mention Allowance.

Ask your Broker Sales Rep for the logo(s) or go to Customizable POS in the McCormick’s Merchandising Mall website ([www.mccormickforchefsmerchmall.com](http://www.mccormickforchefsmerchmall.com))

- Drop the logos into your menu keyline or forward it to your printing vendor along with these guidelines.

**-And/or-**

2. Customize Menu Inserts by using the templates available on our McCormick’s Merchandising Mall website and receive a \$75 Branding Allowance.

To customize Menu Inserts:

- Go to McCormick’s Merchandising Mall website: [www.mccormickforchefsmerchmall.com](http://www.mccormickforchefsmerchmall.com) and register. If you have any issues registering, please email [mccormick@vpdcs.com](mailto:mccormick@vpdcs.com) or call 800-442-4733.
- Select “Custom POS” from the menu on the homepage
- Choose “View Items” in Customizable POS/Menu Mentions section
- Choose which brand and then choose the Menu Insert design template you wish to customize.
- Customize the Menu Insert & proceed to check-out (you will be responsible for printing and shipping costs.) Your customized Menu Inserts will be printed and shipped to you within 48 hours.

## Menu Mention Program Details:

- This program is limited to one redemption of \$150 for a menu mention and/or \$75 for a branding allowance, per operator location, per 12-month period.
- This offer is limited to foodservice operators only. Distributors or wholesalers are not eligible.
- Menus must be professionally printed – weekly and daily cafeteria menus do not qualify.
- McCormick reserves the right to audit requests for payment and reserves the right to terminate this program at any time.
- Offer void where prohibited.



## MENU MENTION PROGRAM SUBMISSION FORM

Earn your allowance by submitting a copy of your Menu or Menu Insert showing a menu item branded with:

- **Frank's RedHot®** name and/or logo  
-and/or-
- **Cholula®** name and/or logo  
-and/or-
- **OLD BAY®** name and/or logo  
-and/or-
- **Cattlemen's® BBQ** name and/or logo



Please complete all fields below – they are required for you to receive payment.

Establishment/Name of Business: \_\_\_\_\_

Number of Units on Program \_\_\_\_\_

Your Name & Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if Different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Broker Sales Representative Name: \_\_\_\_\_

Broker Sales Representative's Company: \_\_\_\_\_

**Receive payment by submitting:**

- 1) Completed Submission form (this page)
- 2) Copy of your professionally printed menu or menu insert
- 3) Completed Terms & Conditions form (next page)
- 4) Submit to by e-mail or mail to: [redemptionservices@vpdcs.com](mailto:redemptionservices@vpdcs.com)  
McCormick's Menu Mention Program  
P.O. Box 552  
Traverse City, MI 49685-0552  
Toll-free: 888-448-0103

5) Copy Augustine Calabrese ([Augustine\\_Calabrese@mccormick.com](mailto:Augustine_Calabrese@mccormick.com)) and Lauren Pambuena ([Lauren\\_Pambuena@mccormick.com](mailto:Lauren_Pambuena@mccormick.com)) on e-mail submissions.



## **McCORMICK & COMPANY, INC. MENU MENTION PROGRAM Terms & Conditions Form**

I (“Participant”) hereby state that, to my best knowledge, all guidelines for the Frank’s RedHot®, Cholula®, OLD BAY®, or Cattlemen’s® BBQ logos, name, spelling, usage and trademarks, as provided by McCormick & Company, Inc., have been followed. In addition, I hereby acknowledge McCormick & Company, Inc.’s ownership and rights to McCormick & Company, Inc. trademarks (“Intellectual Property”) and I claim no rights except as herein provided and further acknowledge that McCormick & Company, Inc., at any time in its discretion, discontinue or change the use of the Intellectual Property.

McCormick & Company, Inc. makes no representation or warranty as to the validity or enforceability of the Intellectual Property or as to whether the same infringes upon any rights of third parties. The Participant shall not engage in conduct or activities which might be detrimental to or reflect adversely upon the reputation of McCormick & Company, Inc. or the Intellectual Property, or wrongfully cause injury to the business of McCormick & Company, Inc.

McCormick & Company, Inc. may terminate the non-exclusive right to use the Intellectual Property granted herein to the Participant at any time after providing written notice to the Participant. Upon any termination of this agreement for any reason, the Participant shall cease and desist all such use and shall not thereafter use any Intellectual Property with any business in which the Participant may thereafter be engaged, which, in the judgment of McCormick & Company, Inc., so nearly resembles any Intellectual Property owned or licensed by McCormick & Company, Inc. as may be likely to lead to confusion on the part of the public.

Print Name: \_\_\_\_\_

Sign Name: \_\_\_\_\_

Date: \_\_\_\_\_