



# Why Try Dry?

## Three Ways to Know it's Right for your Product

We hear it from customers occasionally: "We can't use dry flavor—send liquid." And of course, we do so happily. It seems simple—they don't use dry flavor. But should they? Should you?

At McCormick Flavor Solutions, we want to help you grow. And sometimes that means challenging misconceptions, including using dry flavor. From mitigating flash point problems to higher flavor impact, dry flavor is often the best delivery system. Let's check-in on your specific situation—are you missing out? Here are three ways to know if it's time to "try dry."

### 1 Is flash point a problem?

You need to deliver taste impact, but liquid flavors often come with more-restrictive flash point parameters. It's a balancing act—achieving a higher flash point can mean you're diluting the flavor. The right dry flavor can deliver an equally powerful taste profile—without any flash point challenges.

### 2 Are you concerned about hazardous storage?

If hazardous storage is a concern, you may want to consider exploring dry flavor. Sometimes it's necessary to store large amounts of flammable ingredients. There's value in liquid flavor. But what if you could mitigate some of your risk? If it's a major concern for you, dry flavor may be worth exploring.

### 3 Are you losing taste impact through processing?

If your taste profile isn't surviving your processing, it's definitely time to explore dry options. Your dry flavor can often be incorporated at the same stage as other dry ingredients and won't burn off during processing in the way liquid flavor does. At McCormick Flavor Solutions, we have a number of proprietary technologies that capture and deliver impactful taste through a dry system.

**If you answered "yes" to any of these questions, you may want to consider dry flavor.**

From our patented FlavorCell® technology to our portfolio of custom encapsulation solutions, McCormick Flavor Solutions can create the right match for you.