



Case Study: McCormick + Healthy Little Cooks

Driving Flavorful Wellness at Scale

EXECUTIVE SUMMARY

For six years (2017–2022), McCormick and Healthy Little Cooks partnered to bring food education, wellness, and joy to approximately 31,300 kids and families across 38 states and 4 countries, including the U.S. — the international reach delivered through Healthy Little Cooks' online/virtual programming, which peaked in 2020 during COVID-19. McCormick's challenge was to show families how spices can help reduce salt, sugar, and fat — and to do it in a way that moved beyond advertising to hands-on adoption. Through the Flavor For Life partnership, Healthy Little Cooks created direct, grassroots programs where kids and parents learned, cooked, and connected together with McCormick spices. This partnership consistently over-delivered on reach and impact, creating measurable brand adoption, authentic family engagement, and data insights that traditional advertising cannot deliver.

PARTNERSHIP TIMELINE (2017–2022)

- **2017:** Pilot year — 3,929 kids and 1,749 families (5,617 combined) reached, more than doubling the approximately 2,500 projected. Delivered across 37 schools and 57 total program locations in Maryland.
- **2018:** Launched the Kid Ambassador program in New Orleans. Hosted the 5th Annual Healthy Kids Cook-Off, the largest to date (1,800 attendees). Reached 2,788 kids and 2,664 families across 6 states.
- **2019:** Scaled the Kid Ambassador program to Maryland, New Orleans, and Atlanta (141 kid ambassadors). Hosted the 3rd Annual Every Kid Can Cook Day (3,159 kids across 66 locations). Reached 9,081 kids impacted overall.
- **2020:** Launched #BossKidsCook in response to COVID-19. Reached 1,716 kids across 25 states and 4 countries through virtual programming; over 5,300 recipes shared.
- **2021:** Opened the new Food & Wellness Studio and launched Hispanic Nutrition programming. Provided over 1,500 meals to kids and families. Reached 1,028 kids taught across Summer Camp, Kid Ambassador, and Hispanic Nutrition programs.
- **2022:** Took Summer Camp on the road to 5 neighborhood locations. Launched Latin Nutrition programming, reaching 352 kids and 164 families across 6 zip codes. Reached 1,486 kids taught overall.

IMPACT RESULTS (2017–2022)

Total Reach & Growth

20,028 KIDS TAUGHT	~11,271 FAMILIES REACHED	~31,300 COMBINED TOTAL
38 STATES	4 COUNTRIES INCL. U.S.	2017–2022 PARTNERSHIP SPAN

Families figure includes a 2019 estimate (kids-impacted total ÷ 1.7 average family size), since a separate family count wasn't broken out that year; all other years use reported totals. International reach delivered through online/virtual programming, peaking in 2020 during COVID-19.

Behavior Change Outcomes (consistent across all years reported)

- 63% of parents said their kids are making healthier food choices.
- 88% of parents reported cooking more with their kids.
- 79% of kids improved their nutrition knowledge.
- Families tried McCormick spices for the first time and incorporated them into home cooking.

Equity & Inclusion

- Programs delivered in English and Spanish.
- Latin Nutrition Education program reached 352 kids and 164 families across 6 zip codes (2022).



- Youth-led Kid Ambassador programs in Baltimore, Atlanta, and New Orleans.

RETURN ON INVESTMENT & BRAND VALUE

- **Consistent Over-Delivery:** Participation exceeded targets every year — the first year more than doubling projections (5,617 vs. approximately 2,500).
- **Hands-On Product Integration:** McCormick spices weren't just promoted; they were tasted, cooked with, and brought home, turning awareness into adoption.
- **Cost Efficiency:** Sponsorship delivered impressions at a fraction of standard digital CPM rates, while providing authentic family engagement digital ads can't match.
- **Exclusive Consumer Insights:** Surveys and real-time feedback captured family cooking habits, purchasing shifts, and flavor preferences — grassroots data unavailable through traditional media.

FROM THE COMMUNITY

"Please say thank you to McCormick for giving me a spice. My mom said that it was really nice of them."

"The kids loved it and ate things they typically would not have! Now they know onions are not crunchy after sautéing them, they ate those too."

"We have always used McCormick spices because of their availability and pricing. Thank you for sponsoring this program."

"This was the first time my kids and I attended a program in person after COVID. This was AMAZING! My kids learned so much about cooking."

"I can't believe I grew these sprouts that I'm eating. I just can't believe it."

SCALING THE MODEL

McCormick's partnership with Healthy Little Cooks is proof that corporate sponsorships can achieve measurable, lasting impact. Together, we reached approximately 31,300 kids and families, delivered bilingual and culturally relevant programs, and inspired behavior changes in how families cook and eat. This is not just awareness — it is adoption, trust, and transformation.

As we look forward, the Healthy Little Cooks model is positioned to scale nationally, offering corporate partners a proven, cost-effective way to connect with families where it matters most: in their kitchens and at their tables.

Source note: All figures compiled from and verified against the 2017–2022 Flavor For Life / Every Kid Can Cook year-end program reports. Specific CPM dollar comparisons (\$1 CPM vs. \$7–12 industry average) referenced in an earlier draft could not be traced to these reports and have been removed pending confirmation from media/sponsorship data.