Select
Collect
Receipt
Current Market
“A great idea... it makes business sense especially given how products like a wine sampler have worked to expand the market.”

John Mackey, Whole Foods CEO & Co-Founder

“I can see this machine helping us sell more spices!”

Christopher Durkin, Harvest Co-Op
Director of Membership & Community Relations

“I see a need for this product.”

James Lynn, McCormick & Co.
Director of Corporate Communication
Technical Innovations

• Dispensing

• Collecting

• User Interface
Dispensing
Collecting
User Interface

Spice Selection

1. Select Spices
   - Basil
   - Cumin
   - Marjoram
   - Paprika
   - Rosemary
   - Cayenne Pepper
   - Garlic Powder
   - Onion Powder
   - Parsley
   - Sea Salt
   - Cinnamon
   - Ginger
   - Oregano
   - Pepper
   - Thyme

Recipe Suggestion

2. Select Amounts
3. Checkout & Dispense

Reset selection  
Continue to select amounts
### User Interface

**Spice Selection**

<table>
<thead>
<tr>
<th>Spice</th>
<th>Amount</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basil</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>3.5 tsp</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>Cinnamon</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>5.5 tsp</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>Cumin</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>5 tsp</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>Garlic Powder</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>3.5 tsp</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>Ginger</td>
<td>1/8</td>
<td>1/2</td>
</tr>
<tr>
<td>2.5 tsp</td>
<td>1/8</td>
<td>1/2</td>
</tr>
</tbody>
</table>

**Recipe Suggestion**

- 20 tsp
- $14.74

[Back to Select Spice] [Confirm and Purchase]
User Interface

1. Choose a Keyword
   - Beef
   - Chicken
   - Lamb
   - Pork
   - Seafood
   - Appetizer
   - Dessert
   - Entree
   - Soup / Stew

2. Choose a Recipe
   - American
   - Asian
   - Cajun
   - French
   - Greek
   - Indian
   - Italian
   - Vegetarian
   - Other

3. Checkout & Dispense
User Interface

1. Choose a Keyword
   - Baklava
   - Greek Orange Roast Lamb
   - Herb Garlic Lamb Loin Chops
   - Rosemary Seasoned Lamb
   - Souvlaki

2. Choose a Recipe

3. Checkout & Dispense

Back to Keywords  Confirm and Purchase
User Interface

1. Choose a Keyword
2. Choose a Recipe
3. Checkout & Dispense

- Baklava
- Greek Orange Roast Lamb
- Herb Garlic Lamb Loin Chops
- Rosemary Seasoned Lamb
- Souvlaki

**Souvlaki**
Greek Pork dish!
- 0.375 tsp Garlic Powder
- 6 tsp Onion Powder
- 1 tsp Oregano

Serves: 12

Back to Keywords  Confirm and Purchase
User Interface

### Review Your Order:

<table>
<thead>
<tr>
<th>Spice</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garlic Powder</td>
<td>0.375 tsp</td>
<td>$0.21</td>
</tr>
<tr>
<td>Onion Powder</td>
<td>6 tsp</td>
<td>$4.25</td>
</tr>
<tr>
<td>Oregano</td>
<td>1 tsp</td>
<td>$0.19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7.375 tsp</strong></td>
<td><strong>$0.00</strong></td>
</tr>
</tbody>
</table>

**Is this order correct?**

- **No, go back**
- **Yes, dispense now**
User Interface

---

**dash**

MIT 2.009 Team Orange

- 1/4 tsp oregano $0.10
- 1/8 tsp garlic powder $0.10
- 2 tsp onion powder $0.10

**Total** $0.30

---

**SOUVLAKI**

Pork | Greek | Main Dish

- Servings: 4
- Prep Time: 30 Min
- Cook Time: 15 Min
- Ready In: 2 Hrs 45 Min

---

**Ingredients**

- 3/8 lemon, juiced
- 1/4 tsp dried oregano
- 1/8 tsp garlic powder
- 2 tbsp onion powder
- 1 tbsp and 1 tsp olive oil
- 1 tbsp and 1 ts soy sauce
- 1-1/4 pounds pork tenderloin, cut into 1 inch cubes
- 5/8 green bell peppers, cut into 1 inch pieces
- skewers

---

**Instructions**

- Mix lemon juice, oregano, garlic powder, olive oil, and soy sauce in large bowl.
- Add pork, green peppers, and onion powder. Stir to coat, then refrigerate covered for 2-3 hours.
- Preheat grill to medium-high heat. Arrange pork, peppers, and onions onto skewers.
- Lightly oil grill. Cook for 10-15 minutes, turning skewers frequently for even cooking.

---

**Nutritional Information**

- Amount Per Serving:
  - Calories: 189
  - Total Fat: 8.1g
  - Cholesterol: 65mg
  - Sodium: 354mg
  - Total Carbs: 4.3g
  - Dietary Fiber: 1.2g
  - Protein: 24.9g
Business Opportunities

“Product introductions like Recipe Inspirations(R)... are driving sales.”

2009 McCormick Annual Report
Business Opportunities

Machine

Service

Spices
Financial Projection

Unit Production Cost

- Assembly: $250
- Mfg.: $1500
- Materials: $1250

$3,000 per unit

Annual Operations Cost

- Marketing & Sales: $127k
- Research & Develop.: $127k
- General & Admin.: $127k

$380,000 per year

Selling Price = $9,000
Financial Projection

Profit ($1000)

Time (Year)

breakeven

IRR 24%
revolution in spices
Acknowledgments

Juhan Sonin  Tom Smith  John Mackey
Maria Yang  David Wallace  Jim Lin
Jane Conner  Ilan Moyer  Dick Fenner
Bobby Dyer  Sangmok Han  Bill Cormier
Eric Statz  Chris Durkin  Joe Cronin
Gerald Trotman  Mike St. Clair  James Dudley
Justin Lai  Don Pierce  Steve Haberek