



Be sure to look for the next Vanilla Vine later this summer when we highlight the retail industry.

## Behind the Bean

If you have visited or called the Nielsen-Massey Vanillas' Waukegan, Illinois, facility within the last nine months, you may have been greeted by Carrie Waters, Receptionist and Customer Service Representative.

Carrie handles the day to day office tasks as well as processing product samples and assisting management and the sales representatives as needed. "I love everything about my day to day here at Nielsen-Massey," says Carrie. She has about nine years of administrative support experience which show in her highly skilled ability to lend a professional hand and friendly voice.

When she is not busy at Nielsen-Massey, you'll likely find her coaching, enjoying gardening, traveling, watching movies, or simply spending time with her family. ❖

## Health Corner: Keep Your Skin Soft and Silky with Vanilla

The delicious, rich, mellow flavor of pure vanilla is most widely known for its food uses, such as ice cream, cakes, cookies, confections and even savory dishes. However, there are also many unconventional uses for vanilla and vanilla products such as skin care.

The sweet, comforting smell of vanilla can be found in retail stores in scented soaps, bath and shower gels, shampoos and body sprays. But did you know that you can make your very own vanilla skin care products at home? Beth Nielsen, Chief Culinary Officer and Director-International of Nielsen-Massey Vanillas, developed her own recipe for a luxurious vanilla body scrub. With just a few simple ingredients, you can treat yourself and your skin to the at-home spa treatment it deserves. "Personally, I have always found that more natural, homeopathic ingredients are better for my body, inside and out. However, most of the natural beauty products available do not use pure vanilla and I find the aroma offensive because it isn't pure. Using the pure products I grew up with and love seemed like an obvious solution, so I started playing around with them in non-food applications. The scrub is one of the many results of this endeavor," said Beth. This scrub is easy to make and will leave your



skin soft and silky with a luxurious aroma of pure vanilla.

Beth Nielsen was recently interviewed by The Food Channel, during the Winter Fancy Food Show in San Francisco talking about the unconventional uses of vanilla such as this body scrub.

To view the video clip, go to : <http://www.nielsenmassey.com/latestnews.htm> ❖



## Where to Find Us . . .

### Upcoming Shows and Events

NASFT Summer Fancy Food Show  
June 28-30, 2010  
New York, NY  
Booth# 936

World Pastry Forum  
June 30-July 4, 2010  
Phoenix, AZ

World Pastry Team Championship  
July 5-6, 2010  
Phoenix, AZ

IBIE  
September 26-29, 2010  
Las Vegas, NV  
Booth# 10729

SIAL  
October 17-21, 2010  
Paris, France  
Hall 4 - USA Pavilion K10

NICRA  
November 10-13, 2010  
Nashville, TN

## Sweet Treat Vanilla Body Scrub

*This easy to assemble spa-at-home treat adds luxury - without calories!*

### Ingredients:

1 cup **Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar**  
¼ cup extra virgin olive oil  
1 or 2 drops of an essential oil such as lavender, eucalyptus, etc.  
Decorative, waterproof container

1. Mix ingredients together in a bowl.
2. Spoon into a decorative, waterproof container.
3. Wrap in decorative paper.

*Instructions for use:* Apply a small amount to damp skin while in shower or bath. Gently scrub skin with a soft washcloth. Rinse thoroughly.



Vanilla Vine is a production of Nielsen-Massey Vanillas  
1550 Shields Drive  
Waukegan, IL 60085  
(800) 525-7873 (PURE)  
Leeuwarden, Netherlands & Waukegan, Illinois, USA

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# Vanilla Vine

Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

## Pure Flavor Extracts: A Better Choice Over Flavor Oils

Whether you are a novice cook or a seasoned professional, knowing the difference between flavor extracts and flavor oils, and how to use them can be confusing. They each have their place, depending on the application; however, there is a difference.

**Pure Flavor Extracts:** *Water soluble, user-friendly, and Nielsen-Massey standardized for strength and consistency.*

**Flavor Oils:** *Non-water soluble, and may have variances in strength and volatility.*



Flavor extracts are concentrated flavoring agents. Nielsen-Massey's Pure Flavor Extracts contain natural botanic oils in an alcohol base for the cleanest flavor and purity, and are made with the same stringent quality standards as our highly regarded Pure Vanilla Extracts. Flavor extracts do not change the fundamental structure of a recipe. In addition to the high quality and pure flavor, a key benefit to using a flavor extract is that it is a time saver—just open and pour! No elbow grease needed—no chopping, juicing or brewing necessary. You get an easy to use, convenient, consistent, quality product each time, which translates into a cost savings as well. They are available in a wide variety of flavors.

Flavor Oils, highly concentrated flavoring essences, are the extracted essential oils from a nut, seed, or plant. And because they are an oil, they are difficult to incorporate into water-based products. They can also alter the chemistry of a recipe, depending on the ingredients and their sensitivity to the addition of any fat. Extracts, however, are easier to use in a variety of applications whether water, oil, or alcohol-based.

The experts at Nielsen-Massey perfected the Pure Flavor Extracts to enhance the creative food experience, be it for the home or professional cook. We take pride in the products we have developed and we

would like to offer a few good reasons to use them, from a Retail, Industrial and Foodservice standpoint:

### Off the shelf and ready to use

For retail, a key selling point for the Pure Flavors is the ease of use. For example, chocolate meringues or coffee-flavored whipped cream are easy to make using our Pure Flavors rather than using cacao powder or making a concentrated or extra strong brewed coffee.

Peppermint and Almond are two very popular flavors used in a multitude of sweet and savory foods, beverages, confections and dairy products. The use of citrus and fruit flavors such as our Lemon and Orange Extracts are increasingly popular in ethnic cuisines, as well as in the preparation of lighter fare for the spring and summer months. For example, use them to easily enhance seafood entrées prepared with lighter sauces and seasonal ingredients.

Rose Water and Orange Blossom Water are newer to the flavor line and offer unique flavor profiles and enhancements. These newcomers continue to grow in popularity and use as the trend of ethnic

cuisines broadens. Customers are very pleased to be able to buy Rose Water and Orange Blossom Water from a company with the reliability and quality standards of Nielsen-Massey.

### Purely the best choice

On the industrial side, Nielsen-Massey Flavor Extracts are the favored choice. Why? "It's really just piggybacking on why we developed the flavors in the first place," says Craig Nielsen, CEO of Nielsen-Massey Vanillas. "First, it's purity.

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## Did You See?

Nielsen-Massey and our products were recently highlighted in the news on The Food Channel, where Beth Nielsen was interviewed at the Winter Fancy Food Show, and Foodie Reflections, featuring the delicious recipe and rave reviews for Asparagus with Vanilla Balsamic.

Visit our website to see what they had to say!  
<http://www.nielsenmassey.com/latestnews.htm>



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Secondly, it's user-friendly, as opposed to using essential oils that can be volatile and inconsistent. Third, it comes with the Nielsen-Massey guarantee that it is the best Pure Flavor on the market today. We know. We checked!" adds Craig.

### Chef quality all the time

On the foodservice side, chefs prefer to use the best quality ingredients to create their culinary masterpieces. Due in part to the clean eating movement, increased awareness of dietary restrictions, and a new respect for authentic flavors, the foodservice industry has increased their use of purer, more natural ingredients.

Nielsen-Massey Flavors are pure, natural, clean, gluten-free, kosher and allergen-free. And with the local, sustainable foods movement gaining momentum, chefs find they can get the pure flavor of fresh oranges, lemons, and other seasonal botanicals (even when out of season) by using the Pure Flavors. They have discovered they can cut food waste and labor costs by simply opening a bottle of our Pure Flavors.

### On trend applications

Among the many food trends for 2010 is the increasing popularity of the French classic, the macaroon (or macaron). According to a recent National Public Radio story, French Macaroons have become so popular in the U.S. they may replace cupcakes as this decade's defining sweet, and they are the ideal application for using the newest NMV flavor extracts!❖

## French Almond Macaroons

### For the macaroons:

- 10 oz. confectioner's sugar
- 10 oz. finely ground almonds
- 5 large egg whites
- Pinch of cream of tartar
- 1/3 cup granulated or superfine baker's sugar
- Red and yellow food coloring (any spring time color can be used)

### For the filling:

- 9 oz. unsalted butter, softened
- 5 oz. confectioner's sugar, sifted
- 2 tsp. finely grated orange zest
- 1 tsp. **Nielsen-Massey Orange Blossom Water**
- 1/2 cup raspberries
- 1 tsp. **Nielsen-Massey Rose Water**

### Instructions:

- For macaroons: Using a fine sieve, sift confectioners' sugar and finely ground almonds, pushing through with a wooden spoon.
- Using an electric mixer, whisk egg whites until foamy. Add cream of tartar and whisk until soft peaks form. Add sugar, 1 tsp. at a time, and whisk until dissolved. Stir meringue mixture into almond mixture (mixture will be stiff), then halve. Tint one half pink, the other half orange.
- Spoon 1 mixture into a piping bag fitted with a 1/2-inch plain round tip. Pipe walnut sized rounds onto parchment paper-lined baking sheets, then repeat with other mixture. Set meringues aside, uncovered, on baking sheets for 1 hour (this will help minimize cracking).
- Preheat oven to 300°F/150°C and bake macaroons, 2 baking sheets at a time, swapping sheets halfway through cooking, for 20 minutes or until firm to the touch. Remove from oven and cool on baking sheets. Slide a knife under each macaroon to release from paper, then store in an airtight container until ready to fill.
- For filling: Using an electric mixer, beat butter until pale and fluffy, then gradually beat in confectioners' sugar until combined. Transfer half the mixture from the bowl to another bowl and add orange zest and Orange Blossom Water. Stir to combine. Add raspberries and Rose Water to remaining mixture in mixing bowl and, using the electric mixer, beat until well combined. Sandwich pink macaroons with raspberry filling and orange macaroons with orange filling. Makes 50 sandwiched macaroons.

Tip #1: To create a perfectly smooth top on your macaroons, dip a finger into a bowl of water and gently smooth out any peaks.

Tip #2: For vibrant colored macaroons, add the food coloring to the whisked egg white mixture before you fold them into the almond mixture.

## sofi™ Award Nomination



The NASFT sofi™ Awards honor the best of the best in specialty foods and beverages and the results are in for the 2010 Silver Finalists—*Madagascar Bourbon Pure Vanilla Bean Paste* received honors for the "Baked goods, baking ingredient or cereal" category.

There are 125 Silver Finalists for Part 1 of the 2010 Awards across 31 Awards categories, from Outstanding Appetizer, Antipasto, Salsa or Dip to Outstanding Vinegar. NASFT members submitted 1,570 products in Part 1. Products are judged on: Taste, Quality, Innovativeness, Ingredient Profile, Merchandisability, and Best in its Class. The judges are top professionals within the specialty food industry and include specialty food retailers, supermarket buyers, natural food merchants, mass marketers, chefs, caterers, journalists and culinary educators.

The judges spend five full days tasting and evaluating all entries to come up with a list of Silver Finalists across all categories. The Gold Winners are selected from the sofi™ Silver Finalists by about 400 retailers and foodservice buyers



Courtesy of NASFT. Photography by Mark Ferri.

attending the Fancy Food Show. The judges at the show taste the products and vote on the best using the same criteria as in Round 1. The judging takes place over two days, supervised by an independent auditor.

The sofis™, formerly known as the NASFT Product Awards, have honored the most outstanding specialty foods since 1972. Today, the sofi™ Awards represent culinary creativity across America and around the globe.

We'll keep you posted as to the results, on our website and the next Vanilla Vine!❖



The NMV Pure Flavor line includes: Almond, Chocolate, Coffee, Lemon, Orange, Peppermint, Orange Blossom Water, and Rose Water. They are available in 2-ounce, 4-ounce, 18-ounce bottles, and gallon bottles. To find out where to buy the Pure Flavor Extracts near you, visit [www.NielsenMassey.com/wheretobuy.htm](http://www.NielsenMassey.com/wheretobuy.htm).

## From the Chef's Kitchen: Adam Schreier

Sr. Corporate Chef of Kerry Ingredients and Flavors, Adam Schreier, utilizes his culinary expertise to support the creation and execution of new product development for their restaurant chain, foodservice and retail accounts. His work entails developing customer presentations and working on product development alongside the R&D team, "from blue sky concepts to mainstream." He is a big fan of Nielsen-Massey Vanillas' products and uses them in many of the recipes he develops.

Throughout his seven-year career at Kerry, Chef Adam has developed over 500 recipes in the sweet, savory, and beverage categories for all of Kerry Ingredients North America. He has given over 400 presentations to high-profile clients, one of which was recently given to Nielsen-Massey. He presented them with a full luncheon menu of vanilla-enhanced items, designed especially for them which included: Vietnamese Lobster Ravioli with Spicy Curry Vanilla Sauce, Vanilla Champagne Sorbet, Pistachio Crusted Rack of Lamb with Vanilla Pomegranate Scented Demi Glacé and Tropical Passion Vanilla Crème Brulée.



Chef Adam Schreier

When asked if he had a favorite NMV product he replied, "Their vanillas are phenomenal, as well as the lemon and orange extracts. They all are great! I enjoy using a wide array of NMV products. I use vanilla in everything." A couple other favorite creations he mentioned were a Lemon Vanilla Coconut Sorbet that he proclaimed as "excellent" and a Strawberry Chutney Brie En Croute using Rose Water. He also mentioned an incredible Mochachino Crème Brulée he developed using the

coffee and chocolate extracts. Visit [www.NielsenMassey.com](http://www.NielsenMassey.com) for recipes from Chef Adam.

When it comes to the flavor extracts, he commented, "It's all about knowing how they work with specific foods and the chemistry behind it. They all work well in baking."

Chef Adam has been a professional chef for 10 years. His culinary expertise draws from many sources, including having worked with top restaurant chefs in Chicago, as well as studying food and cooking for several months in France and Northern Italy. He also has run a successful catering company that he built from the ground up.

Chef Adam holds an Associates Degree in Culinary Arts and a B.S. in Hotel/Restaurant Management from Kendall College. He apprenticed with world famous chefs Patrick Chabert, Michel Coatrieux and Roland Liccioni.

For more information about Kerry Ingredients, call 800-328-7517 or visit [www.kerrygroup.com](http://www.kerrygroup.com).❖

## Zoe's Place: Making Cupcakes for a Cause

Zoe's Place is a non-profit organization located in Teaneck, New Jersey. Its primary mission is to provide a safe, supervised home and support service for homeless pregnant teens, teen mothers and their babies.

Zoe's Place was awarded the 2009 Women United in Philanthropy's Third Annual Grant to launch a social enterprise called the Cupcake Café. This is a bakery business designed to provide freshly baked goods such as cupcakes, as revenue for Zoe's Place, and as an educational/job training program for the young women in its program. They bake from scratch daily and pride themselves on using quality, fresh ingredients, such as Nielsen-Massey Vanillas. 100% of Zoe's Cupcake Cafe net proceeds support Zoe's Place, Inc.

"All good bakers say "use the best vanilla," said Miriam Bloom, Director of Operations, Zoe's Cupcake Café. "At Zoe's Cupcake Cafe, thanks to Nielsen-Massey Vanillas, and their generous donation of products, we use the best vanilla! Our

customers rave about our cupcakes, cookies, brownies, cakes, and frostings. We put NMV in everything—even our hot chocolate! Our vanilla cake, one of our most popular, uses the Madagascar Bourbon Pure Vanilla Bean Paste, making it not only flavorful but, according to our customers, distinctive looking as well."

For more information, visit [www.zoescupcakecafe.com](http://www.zoescupcakecafe.com) or [www.zoesplaceinc.com](http://www.zoesplaceinc.com) or become a "fan" of the Zoe's Cupcake Cafe on Facebook.❖

