

Garden Tea Party for Spring Retail Display

Not only does spring mark the end of winter, but it also welcomes weather suitable for outdoor entertaining. With photo-based platforms like Pinterest ever growing in popularity, quaint garden parties are definitely on-trend. Create a spring-inspired display that includes items for planning the perfect get-together.

Set out pretty silk flowers, floral invitations, tins of premium teas, tea kettles and baking utensils. Nielsen-Massey flavor extracts, such as Pure Peppermint Extract and Pure Orange Extract are a lovely addition to hot teas. Make your display extra special with popular springtime ingredients, like Nielsen-Massey's Orange



Blossom Water, Madagascar Bourbon Pure Vanilla products and Rose Water, which can be used to create delicate confections like sweet butter cookies, pastel macarons and heart-shaped linzer cookies. Savory tea-time treats include cucumber sandwiches which get added flavor with Pure Lemon Extract, and Waldorf salad is made delectable with Pure Almond Extract.

Tea-party themed birthday parties are also popular for posh little girls. Present whimsical decorations, flower cookie cutters, pastel icing and Nielsen-Massey Madagascar Bourbon Pure Vanilla

Extract to give your customers ideas for their little one's next sophisticated-fun party. Get started on your spring garden party display with help from Nielsen-Massey!

Did You See Us on #ChicagonistaLIVE?

This past summer, Nielsen-Massey had a great time with #ChicagonistaLIVE, internet-based talk show and blog, while creating a web video series, "FlavorBits." In these demonstration videos, Craig, Matt and Beth Nielsen paired up with well-known industry experts to create delicious recipes that showcase fine quality Nielsen-Massey pure vanilla and flavor products. A few of these recipes include creamy Simple Vanilla Ice Cream, a refreshing Vanilla Tequila Cocktail, rich Flavored Whipped Cream and savory Signature BBQ Sauce. To watch the videos, please visit www.nielsenmassey.com/flavorbits.



FlavorBits

Employee Profile: Javier Sotelo



Javier Sotelo

- Javier is a Production Associate. He has been working for Nielsen-Massey for the past 3 years.
- His responsibilities include running vanilla batches, inventory clean up and entering work orders. He takes part in assuring Nielsen-Massey Vanillas are made pure and of the highest quality.
- Javier's favorite Nielsen-Massey flavor is Bourbon-Tahitian Vanilla Extract from the industrial line. His favorite dessert is Oreo ice cream.
- In his free time, Javier enjoys relaxing and spending time with his family.
- Javier currently resides in Waukegan, Illinois with his fiancée and daughter.

Upcoming Trade Shows

Winter Fancy Food Show
January 11-13, 2015
San Francisco, CA

Coupe du Monde
de la Pâtisserie
January 25-26, 2015
Lyon, France

Natural Product Expo West
March 6-8, 2015
Anaheim, CA

Catersource Conference
& Tradeshow
March 8-11, 2015
Las Vegas, NV

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Another Great Year at Pastry Live

This August, Nielsen-Massey was pleased to sponsor and attend 2014 Pastry Live in Atlanta, Georgia. The event, which is in its fourth year, is organized by chefs and includes a variety of seminars and competitions, which took place at the stunning 200 Peachtree venue. This was Nielsen-Massey's second year in attendance, and the affair was nothing short of exhilarating!

This year, Nielsen-Massey had the pleasure of sponsoring a seminar, "Art of Cake," which was presented by friend of the company and cake expert, Chef Nicholas Lodge. During his seminar, Chef Lodge showed the audience how to incorporate flavors into each element of a cake while highlighting Nielsen-Massey's high quality pure vanilla products and flavor extracts.

Other friends of Nielsen-Massey in attendance included Chef Jimmy MacMillan, Chef Norman Miller, Chef Maura Metheny, Chef Bill Foltz, Chef Rudolph van Veen and Chef Joseph Settepani.

Chef Foltz and partner Chef Cori Schlemmer were National Showpiece Champions. They also took home the Competitor's Choice Award, Best Sugar Showpiece and Most Excellent/Best Overall for their piece, "Dragon Ball." Chef Settepani and his team captain, Chef Cher Harris, were awarded Sponsor's Pick for his Mario Brothers-inspired piece. Additionally, students from the College of DuPage, of which Nielsen-Massey sponsors



Above: National Showpiece Champion, "Dragon Ball," created by Chef Foltz and Chef Schlemmer. Left: Chef Foltz and Chef Schlemmer working on the award winning showpiece. Photos courtesy of ChicagoMoldSchool.com.

the culinary program, won first, second and third place in the Student Chocolate Challenge. Beth Nielsen commented, "It's really exciting to see chefs that Nielsen-Massey has had the privilege to get to know over the years compete as well as seeing students excelling in their early careers."

Nielsen-Massey sent attendees of the event home with 4 ounce bottles of Madagascar Bourbon Pure Vanilla Bean Paste, and also gave 2 ounce bottles of Orange Blossom Water as well as A Century of Flavor, Nielsen-Massey's award winning cookbook, to competition winners. With the excitement of the competitions and seminars, along with being able to sponsor this year's event, Nielsen-Massey truly enjoyed Pastry Live.

"We love being involved in this event," Beth explained. "It's really a great way for Nielsen-Massey to show our support for some of our biggest supporters – chefs – and also to support the industry in general. We will certainly be back for next year's event."

Introducing
Two New Organic
Pure Flavor Extracts

- ✓ Organic Pure Almond Extract
- ✓ Organic Pure Peppermint Extract

Coming 4th Quarter 2014 for industrial customers.

Chefs Showcase: Phila Hach

Perhaps one of our greatest joys at Nielsen-Massey is getting to know people that have influenced the culinary industry. In this issue of the Vanilla Vine, we had the great privilege of talking to Phila Hach, a true culinary legend.

Into her late eighties, this Tennessean still has the same enthusiasm for classic Southern cooking, and for life, that has driven her impressive career all these years. Aside from transforming airline menus while working as a flight attendant in the 1940s, writing 14 cookbooks and owning her own hospitality businesses, Phila

has also been an inspiration to women working in the industry. In 1950, Phila was the first woman in the South to be featured on television, having a half hour cooking show on a local channel. She also owned her own bed and breakfast during a time that many women did not own businesses. Although Phila has had great success in her career, even serving the likes of Oprah Winfrey and winning many prestigious awards, she is still as down-to-earth as ever. Phila attributes her success to keeping her "doors open" to people.

"I chose a career in the culinary field because at three years old I helped my mother can peaches, and I had my own little stove and I loved everything about what food does for us. I wrote the first menu for the airline industry. I have been an open door my whole life. I have not been responsible for what has come to me, the people I let into my life are responsible for that."

Today, you can find Phila still preparing classic Southern fare at her beloved retreat business outside of Nashville, Hachland Hill, which is a stunning venue

for weddings, corporate retreats and family reunions. When cooking, Phila will tell anyone she likes to stick to the classics and keep ingredients simple. "We like to pile it all on, but it should be simple. A vegetable, for instance, should just have butter, salt and pepper."

Her advice to aspiring chefs also delivers a message of simplicity: "The advice that I give, and I don't usually give advice, because you have to raise yourself up... be your own person. Don't join the fads." She also explains, following your own cooking style is best.

"I often am called a chef, but I like to call myself a cook. I have studied under master chefs, but I am a cook. When you step out of the pattern of copying, you become a cook. I am unique in the fact that I make my recipes for authenticity, and I reach out to others to learn."

Along with Phila's philosophy of not overcomplicating, she also has an appreciation for Nielsen-Massey products. "I love their pure flavors! I love that they are simple. I like simple things, simple tastes. I don't like masking the taste of meats and vegetables. And why wouldn't you like vanilla? It is the best!"

Phila is certainly a woman after our own hearts, enjoying ingredients that are pure and simple, just like Nielsen-Massey's pure vanilla and flavor products.

For more information on Hachland Hill or Phila Hach, please visit hachlandhill.com.



1st row l-r: Robert Ellinger, Franz Ziegler, Phila Hach, Louise Hoffman, Ewald Notter, Beth Nielsen. 2nd row l-r: Joseph Settepani, Matt Nielsen, Scott Ewing, Anil Rohira, Biagio Settepani, 3 friends of Biagio from Italy, En-Ming Hsu, Ashley Alioto, Ebow Dadzie. Far right back: Nicholas Lodge and Stephen Durfee



Phila Hach
photo by Daniel DuBois

"I am often called a chef, but I like to call myself a cook."

Dessert Trends

Parfaits are a big dessert item in 2014.

-Estocracy.cnn.com



Trendy Items

- A growing trend in the last few years, *Food Business News* said mini, individual portions will continue to grow in popularity.
- Ice cream sandwiches were said to replace cupcakes and donuts this year, according to the firm Andrew Freeman & Co.
- Hybrid desserts like cronuts, ice cream cupcakes were predicted as hot items by the National Restaurant Association's "What's Hot" 2014 Survey.
- *The Food Channel* said Midwestern desserts, such as crumbles and crisps would get attention this year.



Takeaway: Creating these trendy items requires extra flavor! Try Nielsen-Massey Pure Lemon Extract and Tahitian Pure Vanilla Extract in our recipe for Strawberry Ice Cream Sandwiches.

The Savory Side

Just as sweetness has entered the world of savory flavors, savory, perhaps less expected, has gone a bit sweet. *Flavor & The Menu* elaborated on this in an article, "Changing Tastes," saying, "In desserts, savory flavors are among the fastest growing ingredients," says Brian Darr, Managing Director at Datassential.

Takeaway: Try this trend by incorporating unexpected savory ingredients into your desserts. For instance, use cinnamon and cayenne pepper paired with Nielsen-Massey Tahitian Pure Vanilla Extract and Pure Almond Extract to create spicy-sweet Cinnamon Vanilla Candied Almonds.



Seasonal

Pumpkin is a quintessential fall ingredient in foods, but getting creative with this popular seasonal ingredient is all the rage. In the article by *Nation's Restaurant News*, "Pastry Chefs Take Pumpkin Beyond Pie," the publication explained, "When it comes to fall desserts, pumpkin isn't just for pie anymore. In the last few years, more varied desserts featuring the big orange squash have been sprouting up on more menus." The article elaborated saying this ingredient is showing up in everything from cheesecake to ice cream.

Takeaway: Get creative with pumpkin this fall! Try our recipe for Gluten-Free Pumpkin Cheesecake, which uses Nielsen-Massey Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract.

For these dessert recipes and more on-trend ideas, visit nielsenmassey.com.



2014 has boasted some interesting food trends, and dessert trends are no exception. This year, it seems, there is always room for dessert!

Nielsen-Massey Weighs in on Dessert Trends in the Media

Did you catch Craig Nielsen's article, "Get to Know Your Ice Cream for National Ice Cream Month this July" in the *National Dipper*? Excerpt: "Vanilla ice cream still reigns as the flavor of choice for its versatility and ability to mix well with toppings, drinks like milkshakes, and bakery desserts."

Also, catch Nielsen-Massey's sponsorship on *Saveur.com* in December.

Nielsen-Massey Participating in 2014 Homebrew Challenge

Nielsen-Massey is excited to help organize the second annual Homebrew Challenge. Partnered with CHAOS Brew Club of Chicago, the competition is for homebrew hobbyists with a passion for brewing up flavorful beer! The competition consists of two categories, including Specialty Beer with Vanilla Extract and Specialty Beer with Flavor Extract(s). Nielsen-Massey supplies the extracts for the competition



and attends the judging event in December. The winning brew masters in both categories will be awarded money, Nielsen-Massey products and notable mentions in Nielsen-Massey press materials. For more information about the homebrew competition, visit nielsenmasseychallenge.com. Stay tuned for the results in the next Vanilla Vine!