

Nielsen-Massey *Vanillas*

established 1907

A Century of Flavor

The Cold Extraction Process

When it comes to making pure vanilla, no one does it quite like Nielsen-Massey. They begin with only the finest vanilla beans available, hand-picked for perfection. Next, their exclusive cold extraction process slowly and gently draws the delicate and distinctive flavor components from the vanilla beans, without using heat, which is damaging to the flavor. The result is the full-bodied, quality pure vanilla that Nielsen-Massey's customers have come to love and demand. Each step of the process is checked to ensure that each and every batch of product from Nielsen-Massey meets their strict quality standards.



Since 1907, Nielsen-Massey Vanillas has been making the world's favorite flavor... vanilla. This family-owned and managed business takes pride in the quality products it produces, its people, and its customers.

From its ever-popular Madagascar Bourbon Pure Vanilla Extract to creating custom blends and flavors for specific customer needs, Nielsen-Massey has earned the reputation as makers of the finest extracts in the world.



U.S. offices & manufacturing facility

Worldwide Excellence

Globally, Nielsen-Massey meets the demand for its products. Its corporate headquarters is located in Waukegan, Illinois, USA with production facilities in both Waukegan and at Nielsen-Massey Vanillas International, LLC in

Leeuwarden, Netherlands. Additionally, Nielsen-Massey is audited annually by the American Institute of Baking, from whom it has received Superior ratings each year since 1990. All Nielsen-Massey's vanilla products are Kosher certified and Gluten-free. They have been a certified Organic producer since 1997 and a Fair Trade Certified™ Pure Vanilla producer since 2006.

The Waukegan facility supplies vanilla products to North America, South America, Central America, Australia, New Zealand, and the Pacific Rim. Since 1995, the European facility has provided a cost-effective means of pure vanilla supply to the European, African, and Middle Eastern markets. To help meet this need, Nielsen-Massey has global representatives in many countries to provide ongoing support and product information to customers.

Those who demand these quality products include manufacturers of premium ice creams and novelties, confectioners, bakers, chefs of fine restaurants, and the home cook.

Whether for industrial or retail use, Nielsen-Massey's Pure Vanillas and Pure Flavors are sought for their quality and varied functionality. Gourmet food shops and fine grocers stock Nielsen-Massey's products on their shelves for discriminating consumers who appreciate the art of fine cooking and bak-



Netherlands facility

over...

ALL PRODUCTS ARE KOSHER AND GLUTEN-FREE CERTIFIED.

d e d i c a t i o n



Key NMV Benefits

- Family-Owned and Managed
- Pure Vanilla Specialists
- Unique Cold Extraction Process
- Stringent Quality Standards
- Organic Certified Vanillas and Facilities
- Fair Trade Certified™
- Kosher Certified
- Gluten-Free Certified
- Pilot Plant Capabilities
- New Product Development
- AIB “Superior” Rated Since 1990
- Custom Blending
- US and European-Based Manufacturing Facilities

Going Beyond Vanilla

Although vanilla is the heart and the foundation of Nielsen-Massey Vanillas, responding to their customers’ needs has lead them to explore new product arenas. Nielsen-Massey is now offering a line of new Pure Flavor Extracts. These include: Pure Chocolate Extract, Pure Almond Extract, Pure Orange Extract, Pure Lemon Extract, and Pure Coffee Extract. As with all Nielsen-Massey products, these are produced with the strictest quality standards. It is an exciting new era for the company and more product introductions are in the future. As Nielsen-Massey Vanillas continues to grow, it remains mindful of its flavorful past and looks forward to a tasteful future.

trusted

Nielsen-Massey Vanillas’

MISSION STATEMENT

Quality excellence is the foundation for the management of our business and the basis for our goal of customer satisfaction.



Nielsen-Massey Vanillas is dedicated to providing the best pure vanilla and flavored extract products free of defects which will satisfy our present customers and future customers on time, all the time.

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