

# Industrial Products

service



**Royal Brand Bourbon Pure Vanilla** is made from the highest quality vanilla beans available, grown on the island of Madagascar, located off the southeast coast of Africa. This region is the largest producer of quality vanilla beans in the world. These beans produce vanilla noted for its creamy, sweet, smooth, mellow flavor with velvety after

tones. This extract is available in one, two, three, and four-fold strengths.

**Sugarless Bourbon Pure Vanilla** is identical to Madagascar Bourbon Pure Vanilla but without the sugar. As a result, this vanilla will be somewhat cloudy and may have some precipitation. It is available in one and two-fold strengths.

**Organic Madagascar Bourbon Pure Vanilla** is certified organic, with the same sweet, creamy, full flavor of Madagascar Bourbon Pure Vanilla. It is available in one, two, three, and four-fold strengths.

**Madagascar Bourbon Pure Vanilla Bean Paste** is made with Madagascar Bourbon Pure Vanilla Extract with the addition of real seeds from the vanilla pod, combined in a slightly viscous base. It is used measure for measure the same as Pure Vanilla Extract. Use it in frozen desserts, baked goods, sauces and icings, anytime the distinctive look of vanilla seeds is desired. Available for industrial use in quart and gallon sizes. It is available in one-fold strength.



**Madagascar Bourbon Pure Vanilla Powder** is the essence of Pure Vanilla Extract in a free-flowing, all natural, sugar-free powder. Use it in dry mixes and color-sensitive products. Available for industrial use bulk by the pound and in 50-pound packages. It is available in one-fold strength.

## Larger Quantities

Since 1907, Nielsen-Massey has been producing the world's finest vanillas. From classic Madagascar Bourbon Pure Vanilla to customized blends for the confection, dairy, baking and other industries, Nielsen-Massey's quality, service and value are unsurpassed.

In Nielsen-Massey's exclusive cold extraction process, a solution of water and alcohol extracts the delicate flavor components from the vanilla beans until the desired strength is reached. This painstaking process may take up to five weeks. The liquid extract is then bottled or blended with other varieties.

Single-fold vanilla must, by law, have the extractive matter of 13.35 ounces of vanilla beans to a gallon of liquid. Two-fold vanilla contains the extractives of 26.7 ounces of beans per gallon, three-fold 40.5 ounces and four-fold 53.4 ounces. It is possible to produce greater folds of vanilla, but only through processes that require heat and pressure, which destroy the delicate and distinctive flavor components from the vanilla beans. Nielsen-Massey only produces extract with their cold extraction process.



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ALL PRODUCTS ARE KOSHER AND GLUTEN-FREE CERTIFIED.

**Mexican Pure Vanilla** is a high quality pure vanilla noted for its deep, spicy character and versatility. It complements not only chocolate, but cinnamon, cloves and other warm spices, citrus fruits and even unexpected flavors such as those of chili peppers and tomatoes where it can smooth out the heat and acidity. Try it in cookies, cakes and frozen desserts, barbecue and spaghetti sauces, and salsas. Available in one and two-fold strengths.



**Bourbon-Indonesian Vanilla** is Madagascar Bourbon Pure Vanilla in combination with Indonesian, to bring up the creamy characteristics while improving heat tolerance. Additionally, it works very well in higher fat dairy products. It is available in one, two, three, and four-fold strengths.

**Bourbon-Mexican Vanilla** combines the depth and richness of Madagascar Bourbon with the smooth and savory Mexican. Available in one, two and three-fold strengths.

**Tahitian Pure Vanilla** is known for a sweet, cherry-like flavor that complements fruit, pastry creams and custards. Because of its delicate and volatile nature, Tahitian Pure Vanilla is not suitable for high-heat/low mass applications, such as extruded cookies. It is available in one, two, three, and four-fold strengths.

**Bourbon-Tahitian Vanilla** is the very best of both worlds, with the sweet, creamy notes of Madagascar Bourbon, along with the fruity attributes of Tahitian, makes it the perfect accent for fruit-based products, especially cherries. It is available in one, two, three, and four-fold strengths.

#### Fair Trade Certified™ Pure Vanilla Extract

Nielsen-Massey, in conjunction with TransFair USA, the only independent, third-party certifier of Fair Trade Certified™ products in the United States, now offers Fair Trade Certified™ Pure Vanilla Extract. Fair Trade Certified™ Pure Vanilla ensures that small-scale farmers in developing countries receive a fair price and use sustainable farming practices, stabilizing vanilla-producing communities and protect the environment. It also ensures a consistent supply of ingredients to customers. Fair Trade Certified™ Vanilla is grown in the shade, integrated with other crops, which in turn helps protect against erosion and deforestation. It can be used in any cooking or baking application as with Nielsen-Massey's other vanilla extracts. Available in one and two-fold strengths.

**Pure Vanilla Sugar** is a flavorful blend of gourmet baker's sugar and the pinnacle of all vanillas, Madagascar Bourbon Pure Vanilla Extract. Use it in any product where a hint of vanilla and the sweetness of sugar are desired. Vanilla Sugar is ideal for bakery products such as cookies, cakes, pies and pastries. It is also great for general cooking, adding to beverages, or as a sweet topping. It is available for foodservice and industrial use bulk by the pound and in 50-pound packages.

**Custom Blending** is offered by Nielsen-Massey to create a vanilla product ideal for your specific application, flavor profiles and price points. Our in-house product specialists can work with you to develop custom blends and flavors to suit your needs and manufacturing requirements. In-plant assistance and pilot plant testing is available.

**Indonesian Pure Vanilla** is cultivated and processed differently from other vanillas. The result is a smoky, phenolic flavor that works well alone, and in conjunction with other vanillas, especially in high heat applications. It is available in one, two, three, and four-fold strengths.

*standards*

availability



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