

## Ain't nothin' like the whole thing baby!

... Or so some may say. It's all a matter of preference, however, many chefs and home cooks alike still swear by using the whole vanilla bean itself. So how do you know when a vanilla bean is fresh? A good, fresh vanilla bean will be pliable, moist and very fragrant, bursting with a full vanilla



flavor. If it is stiff and brittle, it has dried out and may not live up to its full potential. Whole vanilla beans are best stored in an air-tight container, placed at room temperature where they should keep up to two years. They should never be refrigerated though, as mold may develop on them over time due to condensation.

Like vanilla bean paste, whole vanilla beans are excellent for dishes where the characteristic flecks of the natural bean will enhance the presentation of a dish. The vanilla bean adds a gourmet touch to desserts such as crême brulee, ice creams and cakes. You

can cut up a vanilla bean and use it to infuse the rich flavor into a sweet or savory sauce or marinade, just discard the bean prior to serving.

There is flavor throughout the whole vanilla bean. To use one, you can slice it horizontally down the middle of the bean, open up the pod and scrape the inside to get the vanilla seeds or specks out, or use the whole bean itself (see vanilla sugar recipe) or cut it up. The vanilla bean can be reused for more than one application. A recipe usually calls for one vanilla bean, which equals about one tablespoon of vanilla extract or vanilla bean paste.

You can get creative with vanilla beans too. Try adding a one inch slice of whole vanilla bean to coffee grounds for a

vanilla coffee or vanilla mocha latte. If baking is your passion, you can make your own vanilla sugar, a handy ingredient and step-saver to have on hand for baking (see the recipe below). As you use the sugar, simply add more and close it up tight to infuse the flavor. It's great for sweetening up a cup of coffee or tea as well. And if cooking isn't your gig but you just can't get enough of that luscious smell of vanilla, you can freshen up the interior of your car. Just place a vanilla bean under your car seat to enjoy a few months of refreshing vanilla aroma as you drive to work.

Whole vanilla beans are available from Nielsen-Massey in two-bean vials or in bulk, in the following varieties: Madagascar Bourbon, Mexican and Tahitian, as well as Organic.❖



### Vanilla Sugar

1. Split one vanilla bean in half and scrape the seeds from each half.
2. Cut the two halves into about 1/2" pieces.
3. Add the pieces and the seeds to three cups of granulated sugar in a glass jar.
4. Tightly close and store for one week, shaking occasionally.
5. Sieve the sugar as you use it, returning the beans and seeds to the jar.

This may be repeated over and over for 6 months or so, until the flavor of the vanilla sugar weakens. Use vanilla sugar to top cereals, french toast or fruit. Or add it to coffee or tea.

### Did You Know?

Where the name Nielsen-Massey came from? In 1907, Massey's Inc., was founded by Richard J. Massey. In 1917, C.J. Nielsen, Sr. joined Massey's Inc. In 1950, he bought 49% of the company, changing the name to Massey's Vanilla. Upon the death of R. J. Massey in 1952, Nielsen bought the remainder of the company. In 1963, when C.J. Nielsen, Jr. became vice president, the name was changed to Nielsen-Massey Vanillas.

### Fun Fact:

The United States consumption of vanilla beans is approximately 1,400 tons per year!



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# Vanilla Vine

Nielsen-Massey Vanillas

Pure Vanilla Specialists

### Welcome!

This issue of the Vanilla Vine is taking a slightly different approach. This time we are dedicating a special 4-page issue to cover all of the Nielsen-Massey Pure Vanilla Products, their applications and a few recipe suggestions. Although many of you may already be familiar with our products, we believe many of you may enjoy a closer look at the differences and application options.

### Cold Extraction is the key to pure vanilla

Nielsen-Massey prides itself on the unique process it uses to create your favorite pure vanilla products – cold extraction. Why is this important? Heat is damaging to vanilla. This unique cold extraction process protects the over 250 different flavor components found in vanilla beans. Our process allows us to extract the total bouquet of flavor and provide a true vanilla profile, one that has not been altered by heat or pressure. Using this method, it can take as long as five weeks to produce a single batch. Since its inception in 1907, Nielsen-Massey



has never deviated from this quality approach to producing the world's finest vanilla.❖

### Choosing and using Pure Vanilla Extracts is a matter of taste

Since the Totonaco Indians of Mexico discovered the secrets of vanilla hundreds of years ago, it has become the favorite and most widely used flavor in America and around the world. With its wide range of flavor profiles, it can be used in a vast array of products. Anywhere there is a need for a mellow accent that complements sweet and savory, plain and fancy, vanilla is there.

Nielsen-Massey's complete line of Pure Vanilla Extracts includes: Madagascar Bourbon Pure Vanilla; Mexican Pure Vanilla; Tahitian Pure Vanilla; Indonesian Pure Vanilla, and Certified Organic Pure Vanilla Extract. Each vanilla's name indicates its place of origin. And the 'Bourbon' on Madagascar Bourbon vanilla refers to the Bourbon Islands, off the coast of Africa. All Nielsen-Massey pure vanilla products are Kosher certified.

Now with all these options, which one do you use? Well, it is simply a matter of taste, literally. Each has its own characteristics that magically work well with certain foods, bringing out certain flavors and nuances.



Madagascar Bourbon Pure Vanilla is the most popular extract – the pinnacle of all vanillas. It is characterized by its very creamy, sweet, full flavor with velvet after-tones. This vanilla is especially suited for

rich foods such as ice cream, cream sauces and bakery items.

Mexican Pure Vanilla has a spicy, yet creamy flavor. It complements the flavor of cinnamon, while its creaminess cuts the acidity of tomato-based products such as chili and soups (see Tomato Basil Soup recipe).

Tahitian Pure Vanilla is distinctly unique, with a fruity, cherry and anisic flavor. It is a great potentiator for fruit-based foods, such as fruit pies, ice cream, sorbets, yogurts and beverages.

Indonesian Pure Vanilla offers unique staying properties ideal for industrial processors with high heat applications such as cookies and other bakery items. It has a less creamy, more woody and somewhat harsher flavor than the Madagascar Bourbon vanilla.

For the consumer, the Madagascar Bourbon, Mexican and Tahitian pure vanillas are typically available at specialty food shops and gourmet food stores. For industrial and foodservice use or for private label

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retailers, Nielsen-Massey works with its customers to custom blend a vanilla that is appropriate for a particular product application.

And for the organically conscious, there is the Certified Organic Pure Vanilla Extract. It offers the same creamy, rich flavor in an organic form.

Vanilla extract should be stored at room temperature, tightly closed. It should not be subjected to freezing temperatures. Properly stored vanilla extract may keep for years. ❖



### Tomato Basil Soup

- 1 28-oz. can diced or crushed tomatoes
- 1 1/2 cups chicken broth
- 1/2 cup chopped onion
- 1/4 cup finely diced carrot
- 1/4 cup finely chopped fresh basil
- 2 Tbl. flour
- 2 Tbl. butter
- 1/2 tsp. salt
- 1 tsp. Nielsen-Massey Mexican Pure Vanilla Extract
- Fresh basil leaves, for garnish

In a two-quart saucepan, melt the butter and sauté the onions and carrots until the onions are translucent. Add flour, and stir to blend. Gradually add chicken stock, stirring constantly. Add tomatoes, breaking up any large pieces. Simmer 30 minutes. If a smoother texture is desired, cool the mixture and puree in a blender. Add the mixture back to the pan. Add basil and simmer just until heated through. Garnish with fresh basil leaves.  
Serves 4.

## The best of both worlds – Madagascar Bourbon Pure Vanilla Bean Paste

*Pound Cake*

Most people are familiar with the classic vanilla extract, or the occasional whole vanilla bean, but vanilla paste? What is this and how do I use it? (A question we get a lot).

Added to Nielsen-Massey's product line in 2001, Madagascar Bourbon Pure Vanilla Bean Paste offers the same full-bodied vanilla flavor as Pure Vanilla Extract with a unique twist - the addition of the distinctive vanilla seeds. The seeds (sometimes called 'specks') and the unique paste texture give cookies, cakes, ice creams, puddings, custards and sauces an upscale 'gourmet' look without the effort of scraping the seeds from whole vanilla beans – it's the best of both worlds!

And talk about putting the icing on the cake? Vanilla Bean Paste's thick viscosity helps maintain the integrity of icings and frostings, ensuring they do not become too soft, while adding the visual appeal of the vanilla specks.

Vanilla is an essential ingredient in sweet dessert sauces where there is a need to round out the sweet flavors of cream and sugars or complement fruit and spices. You can put a twist on your mother's bread pudding with her secret rum sauce, serve up superb crème anglaise or sensational sabayon. Sauces are transformed from traditional to gourmet with just a teaspoon. And its not just for dessert, vanilla paste is ideal for



savory sauces as well. Meat, seafood and poultry will be a little happier if a touch of vanilla paste has been added to their sauce accompaniment.

And we cannot exclude everyone's favorite – ice cream! Create a natural vanilla look and taste with Vanilla Bean Paste. The distinctive flecks of vanilla seeds create an appealing natural look for this classic frozen treat. The smooth texture and complex, velvety flavor of the paste is a perfect

- 8 oz. butter (2 sticks) unsalted and melted in microwave or on stove top
- 6 oz. cake flour (1 1/2 cups)
- 1 tsp. baking powder
- 1/2 tsp. salt
- 1 1/4 cups sugar
- 4 eggs, large
- 1 Tbsp. Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste

Preheat oven to 350° F and put oven rack in middle position. Grease a 9x5 inch loaf or 10 inch bundt pan with butter and flour or non-stick spray. In a medium bowl, combine flour, baking powder and salt and set aside. In food processor, process sugar, eggs and vanilla for about 5 seconds. With machine running, and after stirring the melted butter well to mix in the separated solids, pour butter through feed tube in a slow and steady stream. Transfer egg mixture to a large bowl and sift in flour mixture in 3 parts. Incorporate flour gently, until just combined, using a large whisk. Pour batter into prepared pan and bake for 15 minutes. Lower oven temperature to 325° F and bake until deep gold-brown and tester comes out clean. It should bake about 35-40 minutes. Rotate pan halfway through the baking time. Cool in pan for 10 minutes, unmold and let cool completely on a wire rack.



complement to the richness of the ice cream. It also enhances a variety of ice cream add-ins such as chocolate chunks, berries, almonds, and caramel.

There is no trick to using the Vanilla Bean Paste instead of extract or whole beans – it is measure-for-measure in place of each. One tablespoon of vanilla paste equals one vanilla bean or one tablespoon of vanilla extract. ❖

## A purely perfect partner – Vanilla Powder

Another pure vanilla favorite to try is Madagascar Bourbon Pure Vanilla Powder. It offers the same distinctive vanilla flavor as the vanilla extract, but in a dry, powder form. Another key difference is that it contains no sugar or alcohol and is also Kosher certified.

Vanilla powder is particularly ideal when color is a consideration in your recipes. If your white icing or dessert sauce cannot be compromised by the dark color of vanilla, substitute the lighter colored powder. And for the baker, the free-flowing vanilla powder is great for adding to dry mixes, where liquid flavoring may not be favorable. Cake, cookie, muffin, pudding, and bread mixes are great places to use it, as well as dry beverage mixes such as hot cocoa

mixes, and refreshing smoothie mixes.

You can have fun (and delicious flavor) with the powder by shaking a little into your coffee, tea or cola to make your own vanilla-flavored drink. Sprinkle it on top of French toast, pancakes, waffles or a bowl of fresh fruit to liven up your breakfast fare. Vanilla powder can also be the secret to sweet and savory sauces, marinades and salad dressings alike.

It may seem quite different, but once you try vanilla powder, you will enjoy it! And there is no trick to using the powder instead of extract or beans – it can be substituted on a one-to-one basis for liquid extracts, and is quickly dissolved in either hot or cold liquids. ❖



### Blueberry Muffin Mix

<b>Dry Ingredients:</b>		<b>Batter:</b>	
Flour	1 lb. 4 oz.	Eggs	10 oz.
Sugar	12 oz.	Milk	12 oz.
Baking Powder	1 1/2 oz.	Unsalted butter, melted	12 oz.
Salt	1/2 oz.	Wild blueberries, fresh or frozen	1 lb. 8 oz.
Cinnamon	1/2 oz.		
Nutmeg	1/2 oz.		
Nielsen-Massey Madagascar Bourbon Pure Vanilla Powder	1/2 oz.		

Blend dry ingredients together. Can be stored in a cool, dry place until ready to proceed with baking. To finish muffins: Preheat oven to 400° F. Combine eggs, milk and butter. Mix well. Add to the dry ingredients, then fold in gently the wild blueberries. Scale batter into greased muffin tins. Sprinkle with granulated sugar or coarse sanding sugar. Bake at 400° F 15 minutes. Let cool in muffin pans. Yields about 3 dozen muffins.  
This recipe has been modified from a formula on the American Institute of Baking website

