

Cooking for Spring and Summer Can Be Fresh and Flavorful

With winter behind us, it's now time to look forward to the foods of spring and the bounty of summer. These lighter flavors are always a welcome change from the heavier soups, stews and roasts of the colder months, with fresh vegetables and grilled items taking center stage. Let Nielsen-Massey show you the way to light, bright recipes flavored with products from the makers of the world's best vanilla!

Springtime vegetables offer a great format for showcasing some special recipes. Asparagus, artichokes, fresh greens, and ripe fruits are perfect foils for the flavors of Nielsen-Massey.

Artichokes and asparagus are naturals with hollandaise sparked with a little Pure Orange Extract, but pair them also with garlic-lemon butter made with Pure Lemon Extract, or bread-crumbs mixed with a little mustard, Pure Lemon Extract, and Parmesan cheese.

With grilling season starting up, try adding new Pure Coffee Extract to a purchased or homemade spicy barbecue sauce for added depth of

character, or add Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract to barbecue sauce for a sweet and mellow flavor.

Here's a way to jazz up a family classic with almost no effort at all! It's an easy burger recipe with the addition of Pure Chocolate Extract...give it a try. ♦



Wake up the flavor of your burgers by adding a bit of Pure Chocolate Extract - yes, chocolate - it's a surprisingly delicious flavor combination and so easy to make!

Aztec Burgers

- 2 tablespoons vegetable oil
- 1 onion, chopped
- 1 cup catsup
- 1/4 cup water
- 3 tablespoons spicy salsa
- 1 tablespoon Nielsen-Massey Pure Chocolate Extract
- 1 pound ground beef

Heat the oil in a pan, and saute the onions, until translucent. Add the catsup, water, and Pure Chocolate Extract. Cook, stirring occasionally until thickened. Form four hamburger patties with the ground beef and grill or fry as desired. Serve on toasted sourdough bread or your favorite hamburger buns with the sauce spooned over the top.

Serves 4

Fun Facts:

Oranges, lemons and almonds all originated in Asia, but are now grown the world over for their flavor and aroma. The biggest almond producer is California.

Chocolate is native to Mexico, which is also the birthplace of that other classic: Vanilla!

Almost everything that has chocolate or chocolate flavor in it also has vanilla.

New Coffee Extract, continued from front page

sauce as a topping for ice cream, add it to vanilla yogurt, or blend it into whipped cream to go with brownies or pound cake. It's also a great addition to molten chocolate cakes, tiramisu, or molasses cookies! Cheesecakes and ice cream can be perfect partners for the Coffee Extract too. If you love coffee, then you are going to love this!

Pure Coffee Extract is made with the same care and attention to detail as are all of Nielsen-Massey's extracts and other Pure Vanilla products.

We are happy to include this addition to our family, and hope that it will provide you with flavorful cooking for years to come!

For where to find all of the new extracts and the latest news, information and additional recipes, visit us on the web at www.NielsenMassey.com. ♦

Where to Find Us . . .

Upcoming Shows and Events

NASFT Spring Fancy Food Show
Chicago, IL
May 7 - 9, 2006
Booth 5810

NASFT Summer Fancy Food Show
New York NY
July 9 - 11, 2006
Booth 762



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Vanilla Vine

Nielsen-Massey Vanillas

Vanilla Specialists

Welcome!

We're happy to bring to you this special 4-page issue of the Vanilla Vine. In light of our newest line of flavored extracts, we offer a few extra ideas on how you can incorporate these exciting new flavors in to your next culinary creation. Inside, we've listed various suggested applications, tips and tricks for using each of our five new flavored extracts....enjoy!

Wake Up to NEW Pure Coffee Flavor!

Things just keep getting better all the time! Now Nielsen-Massey has developed a new Pure Coffee Extract that delivers all the flavor of a favorite cup of java without the coffee grounds. Even better, this pure extract of the finest arabica coffees is easy to use and convenient too. And, everyone knows that for consumers today convenience is everything, as long as it delivers quality and flavor, too. New Pure Coffee Extract has it all.

Pure Coffee Extract is the essence of rich brewed coffee in a concentrated form that allows the cook to deliver the nuances of coffee without having to brew a pot. Use it to add subtle richness to a vanilla milkshake or hot chocolate. Add it to hot fudge



New Pure Coffee Extract adds a java punch to a variety of foods and beverages.

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Retailers Create a Buzz with Artful Displays Throughout the Store

With all of the exciting new products from Nielsen-Massey, as well as the traditional premium vanillas that we are known for throughout the world, retailers may be challenged to come up with new and different ways to promote them. Well, help is on the way.

We have contacted a professional prop stylist who will design a "set" for ongoing *Vanilla Vines* that will showcase our various product lines with an eye for seasonality, color, flavor and visual punch, all designed to help improve sales and keep your customers interested and coming back for more. Here's advice from the expert on how to introduce these newest products to your customers:

Retailers will want to display Nielsen-Massey Pure Flavor Extracts with baking mixes, gourmet dip mixes, pie fillings, and premium breakfast cereals to stimulate sales. Nielsen-Massey Pure Vanillas and Pure Flavors can be shown together so that customers will recognize the family name and look. Merchandise



with serving pieces, bakeware and kitchen gadgets to catch your customer's attention and create add-on sales. ♦

Retailers can have fun with the various new extracts, matching flavors with applications, building displays to showcase a number of products, working with seasonal themes, colors and new trends in the marketplace.

The New Extracts are Great...So Now How Do I Use Them?(Let us explain)

The new quality extracts are great, reflecting the high caliber of ingredients that Nielsen-Massey customers have come to expect, and they are wonderful additions to recipes that call for these flavors. But how else can you use these powerful little products?

Nielsen-Massey went to the experts and came up with some new and novel ways to use these premium extracts.

As you get used to working with these flavors (they are strong, start slowly), you will soon find that they add dimension and character to a variety of foods. Whether you pair them with foods that contain these essential flavors to give them an added boost, or contrast them with opposite or unlikely flavors (chocolate and chili for example) you will find that these pure, quality extracts are hard to live without. ❖

Pure Chocolate Extract

- Add a couple of drops to salsa for a mellowing effect.
- Add a few drops to oatmeal or other hot cereals for a wonderful morning treat.
- Add to coffee or espresso for an easy mocha beverage.
- Bring out the richness of chili with a few drops of Pure Chocolate Extract.
- Add it to whipped cream or whipped topping.
- Use it in baked goods like muffins or butter cookies for a rich chocolate note.
- A touch in cherry-based sauces creates a "black forest" flavor.

It's simply sinful!



Did You Know?

Nielsen-Massey is in the process of developing even MORE extracts and flavorings that are sure to be a hit in both professional and home kitchens. Stay tuned for updates....

A citrus sensation!



Pure Orange Extract

- Add a few drops to vanilla yogurt for a fruit salad dressing or dip for fruit.
- Add a few drops to Hollandaise Sauce as a flavorful topping for vegetables.
- Combine equal parts of Asian Hoisin Sauce and Soy Sauce, add a few drops of Pure Orange Extract and use for a barbecue glaze for pork, chicken or tofu.
- Add a few drops to hot chocolate or tea for a taste treat.
- Add a little to raspberry jam and use to sandwich together two baked sugar cookies.
- The secret ingredient to blueberry breads and muffins alike.

An almond joy!

Pure Almond Extract



- Add to any nut bread, banana bread or pumpkin bread batter for added depth and character.
- It complements any recipe that includes coconut.
- Add a couple of drops to cherry pie filling.
- Add a drop or two to cherry yogurt and use as a fruit salad dressing.
- Add a few drops to maple syrup for maple-nut flavor.
- Pastries, coffeecakes, pie crusts are ideal candidates for the addition of almond extract.
- Add to dressings and marinades for lunch and dinner salads.

Pure Lemon Extract

- Stir a little into blueberry yogurt to top granola.
- Add it to flavored teas for an extra punch of flavor.
- Add it to cola beverages instead of purchasing flavored colas.
- Use it in marinades to kick up the flavor without adding extra acidity.
- Use to perk up the flavor of icings and glazes.
- Makes lemon butter easy, use for fish and shrimp sauces.
- Wake up cheesecakes, poundcakes or pies with it.

Tart n' tasty!



Point-of-Purchase Materials Now Available

With all of the new Pure Extracts and the wealth of Pure Vanilla products that Nielsen-Massey produces, it's no wonder that curious cooks and chefs, (not to mention retailers) often ask about uses and differences between the products. Well, answering those questions is about to get a whole lot easier!

Announcing... *New Point of Purchase (POP) Recipe Pads* available to retailers at no cost. The new Recipe Tear Pads feature a recipe on one side, and usage tips on the flip side.

The whole range of Nielsen-Massey products is highlighted in individual recipe tear pads:

• Madagascar Bourbon Pure Vanilla • Tahitian Pure Vanilla • Madagascar Bourbon Pure Vanilla Bean Paste • Madagascar Bourbon Pure Vanilla Powder • Mexican Pure Vanilla • Pure

Lemon Extract • Pure Chocolate Extract • Pure Coffee Extract • Pure Orange Extract • Pure Almond Extracts and • Tahitian Pure Vanilla Bean Paste (when it becomes available).

The new Recipe Tear Pads will be packed in pads of 25. The handy 3x5 inch pads can be mounted to display shelves or positioned at the check-out counter.

Whatever Nielsen-Massey products you stock in your store, the Point of Purchase Recipe Tear Pads will help increase sales because they answer that age-old question "how do I use this?" No matter what your skill in the kitchen, these informative, fun tips and recipes are sure to please your customers.

For information about how to get the Recipe Tear Pads with your product delivery, contact bethb@nielsenmassey.com or call 800-525-7873(PURE). ❖