

Vanilla Vine

Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

Consumers Should Heed Warnings About Adulterated Mexican Vanilla

When it comes to Mexican Vanilla extract, today's headlines, "Mexican Vanilla with Coumarin: No Bargain" are alarming and with just cause. Consumers are being warned against purchasing such products, no matter how tempting the low prices may be. It may look like vanilla and smell like vanilla but looks can be deceiving. The Food and Drug Administration (FDA) cautions consumers that this is not vanilla you should consume.

Typically sold in Mexico and other Latin American countries, this "Mexican Vanilla" is not true vanilla at all. The FDA has found some in the US, apparently brought in illegally. The Mexican Vanilla under alert is frequently made with the extractives of the tonka tree (not vanilla beans!) which contain coumarin, a compound related to warfarin, which is in some blood-thinning medications. Coumarin is a toxic substance banned in food by the US since 1954. Consuming food with this "vanilla" can be particularly risky for those already taking blood-thinning medications,

increasing the possibility of bleeding. Not all vanilla from Latin American countries contains coumarin, but we must heed these warnings.

According to consumeraffairs.com (*Mexican Vanilla May Be Anything But Plain/Oct. 31, 2008*), "FDA standards state that only vanilla beans can be used to make vanilla for use in any food product. Vanilla-like flavors that don't meet the standard must be labeled as "imitation" vanilla and must be made from safe ingredients that are permitted for that use." The tonka bean extract is not allowed for use in the US even for imitation vanilla.

As with all Nielsen-Massey Vanilla products and flavorings, our Mexican Pure Vanilla Extract is of exceptionally high quality, made from only the finest Mexican vanilla beans using the strictest FDA regulated manufacturing standards. It offers a creamy, spicy flavor and mouth-watering aroma second to none. You can be assured that when you choose Nielsen-Massey Mexican Pure Vanilla you will be delighted.

If you have any questions/concerns about this issue, please feel free to contact us. For more information from the FDA, visit www.fda.gov/consumer.



Photo courtesy of FDA/Capt. Cynthia Krummel

These bottles of 'vanilla' are on FDA's import alert list and are not allowed to be sold in the United States.

Vanilla Bean Paste Packaging Change

Nielsen-Massey Vanillas' Madagascar Bourbon Pure Vanilla Bean Paste is an outstanding seller in both retail and food-service sizes. It is now easier than ever to add an additional Nielsen-Massey item to your retail shelf. The four-ounce bottles of Madagascar Bourbon Pure Vanilla



Bean Paste now comes packed six to a case instead of the 12 bottles per case, as previously packed. This change has come as a result of customer requests. Don't miss offering it to your customers. If you have any questions or concerns about your product shipments, please feel free to contact us. ♦

Tips for Consumers

Source: www.fda.gov/consumer

Be wary about buying vanilla in Mexico and other Latin American countries. Look for "vanilla bean" in the ingredient list on the label. If it has "tonka bean" or if there is no ingredient list or a vague one, avoid this product.

Don't risk your health to save a few dollars. Vanilla with coumarin is generally sold at a lower price than pure vanilla because tonka beans are cheaper to grow than vanilla beans. If the price sounds too good to be true, pass it up.

Did You Know?



Mexican Pure Vanilla Extract complements spice flavors such as cinnamon, ginger, nutmeg, allspice and even savory spices such as chile peppers, thyme and rosemary.

Behind the Bean

From time to time, we like to keep our *Vanilla Vine* readers updated on the various personnel that you may communicate with on a regular basis when doing business with Nielsen-Massey. These people are an important part of our team and key to making sure we consistently provide quality products and services to our valued customers. For this issue, we would like you to meet *Matty Dijkstra*, the Financial Administrator for Nielsen-Massey Vanillas LLC, in the Netherlands.

Matty began working at Nielsen-Massey in November 2007. She is responsible for all bookkeeping at the Netherlands facility as well as the documentation pertaining to product transportation. In addition, Matty may be the one who greets you when you call, and is the person who handles various aspects of correspondence within the company.

Matty is no stranger to the food industry. Prior to joining Nielsen-Massey, she worked for two years as a receptionist/administrative assistant for a potato sorting company and for seven years as an



Matty Dijkstra, NMV LLC, Netherlands

administrative assistant for a fish company. Matty's executive secretary training and multi-lingual talents (she is versed in English, German and French) make her the perfect person for her position.

When not busy with NMV financials, Matty enjoys bicycle riding (30 km/day!), reading, swimming, horseback riding, inline skating, walking her dogs and cooking. She is currently working on a 100-year old home renovation, spending her spare time painting and papering the walls. Matty lives about 15 kilometers from NMV in the village of Menadlum with her partner Marten and their two dogs. ❖

Vanilla Equivalencies

Nielsen-Massey Vanilla Products can be used interchangeably depending on your preference, availability or application. Here are a few quick tips to remember when using our vanilla products:

- 1 Whole Vanilla Bean =
- 1 tablespoon Pure Vanilla Bean Paste =
- 1 tablespoon Pure Vanilla Extract =
- 1 tablespoon Pure Vanilla Powder



Pure Vanilla Sugar—Layering Flavors

Nielsen-Massey's Madagascar Bourbon Pure Vanilla Sugar was introduced to retail exclusively at Williams-Sonoma stores. This crunchy, aromatic product is now available to all retailers and gourmet food shops worldwide for everyone to enjoy! It is sold in a distinctive new 8.5-ounce glass jar, packed six to a case, and is available for foodservice and industrial use by the pound.

Pure Vanilla Sugar is the essence of our premium Madagascar Bourbon Pure

Vanilla Extract infused into gourmet pure cane sugar. It is a delicious and convenient way to add the sweetness of sugar with a hint of the rich, mellow flavor and aroma of vanilla. It is the *pièce de résistance* when creating the finest pastries, pies, cookies, savory dishes and more!

Pure Vanilla Sugar can be used in place of regular sugar for general cooking and baking, as well as used to sprinkle in

your favorite beverage, rim a cocktail glass or top fresh fruit, cereal or pastries for a sweet and comforting crunch. Use it for sweetening savory foods such as tomato sauces, barbecue sauces or vinaigrettes. It can be the secret ingredient to jazz up vegetable side dishes and make meat entrées magnificent. One tablespoon of Pure Vanilla Sugar is the approximate flavoring equivalent to ¼ teaspoon of vanilla extract.

Also use Pure Vanilla Sugar for layering flavors; a culinary technique in which various forms of a product, such as vanilla, can be used in a recipe to build the depth of flavor. ❖



Tips

1. Refill your sugar bowl with Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar and enjoy a cup of delicious vanilla coffee.
2. After spooning your favorite muffin batter into a prepared muffin tin, sprinkle Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar over the top of each muffin, then bake and enjoy bakery style muffins.
3. Add a teaspoon of Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar to your favorite pasta sauce. This will reduce acidity and combine a note of sweet with savory.
4. A bowl of oatmeal never tasted like this! Add ¼ cup diced apples, ¼ teaspoon cinnamon and a tablespoon of Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar to a bowl of cooked oatmeal for a gourmet breakfast treat.

Madagascar Bourbon Pure Vanilla Sugar
For more recipes visit www.NielsenMassey.com

NIelsen MASSEY VANILLAS
Vanilla Specialists



Vanilla Vine is a production of
Nielsen-Massey Vanillas
1550 Shields Drive
Waukegan, IL 60085
(800) 525-7873 (PURE)
Leeuwarden, Netherlands &
Waukegan, Illinois, USA

NielsenMassey.com

Issue 1 2009

1/09