

Vanilla Vine

Nielsen-Massey Vanillas

Vanilla Specialists

New leaders named

On April 5, 2004, Craig Nielsen was named CEO and Matthew Nielsen was named COO of Nielsen-Massey Vanillas. Camilla Nielsen will continue as Chairman of the Board.

Craig and Matt have been responsible for the daily operations of the Waukegan and Leeuwarden plants for the past two years, and the new positions are a reflection of their places as leaders in the dynamic flavor industry.



(from left to right) Craig Nielsen, CEO, Camilla Nielsen, Chairman of the Board and Matthew Nielsen, COO

As family members, Craig and Matt have grown up in the vanilla business. Their experience and expertise have earned them high honors among industry professionals.

We congratulate them both and wish them well as they continue their careers.❖

Going to the head of the class with Nielsen-Massey

With a training/teaching seminar on CD, and professionals Cam, Craig and Matt Nielsen, and Dan Fox as presenters, a program for professional organizations and cooking schools offers an in-depth look at the cultivation, curing, and conversion of the vanilla bean into the prized extract known the world over.

With their vast amount of knowledge, the presenters can answer any question participants may have about the use, care and processing parameters of vanilla.

The session can also offer tastings of the many different types of vanillas, and demonstrate how each has its own particular affinity for certain types of applications.

The seminar is a limited offering to those professionals interested in knowing more about this most interesting of orchids. Groups such as Les Dames d' Escoffier, The French Pastry School, and Kendall Culinary College have taken advantage of this opportunity.

As scheduling and travel considerations must be kept in mind, consider arranging a program around a time that coincides with one of the many trade shows that Nielsen-Massey attends. Please plan well in advance. For more information, contact Matt Nielsen 847-578-1550.

With Nielsen-Massey, it's really a class act!❖

Breaking News!

As of August 1, 2004, Nielsen-Massey will be offering its Vanilla Extracts in 2-ounce bottles. This comes in response to the need to help its customers deal with, or adjust to, the rising vanilla prices.

It's World Pastry Championship time again!

Nielsen-Massey Vanillas will be a Silver Sponsor this year for the 2004 World Pastry Team Championship, July 2-8 in Las Vegas. The competition, held in even-numbered years, teams the world's best pastry chefs in a contest that demands preparation, determination and skill. Eleven countries plus the United States will compete for the title of "World Pastry Team Champions."

The event features 12 teams made up of three pastry chefs each. This year's theme is Earth, Water, Fire, and Wind and each team will be required to create a chocolate showpiece, a sugar showpiece,



Chefs in action at the 2003 National Competition

a pastillage tray, entremets, entremets glace, plated desserts and an assortment of petits gateaux and bonbons.

For more information, contact www.pastrychampionship.com.

Good luck to all competitors!❖

Did You Know?

When Nielsen-Massey was first started they made aromas and fragrances for cleaning products.

Behind the Bean

Louis Gipson, Jr. has been with Nielsen-Massey's Waukegan facility for a year.

His current responsibilities include the grinding of the vanilla beans and exhausted vanilla speck production, cleaning and sanitation of the extractors, and giving a hand to fellow employees whenever needed. He enjoys learning new things about the vanilla



Louis Gipson, Jr.

business, the Nielsen-Massey management team and his fellow employees in the plant.

Louis' past experience includes time in the military where he received specialized training in communications. While away from the plant, Louis enjoys traveling, playing basketball, going to concerts and enjoying comedy shows. ❖

Where to Find Us . . .

Upcoming Shows and Events

NASFT Summer Fancy Food Show
June 27-29, 2004
New York, NY
Booth #763

World Pastry Competition
July 2-8, 2004
Las Vegas, NV

International Bakery Ingredient Expo
August 15-18, 2004
Las Vegas, NV
Booth #2968

Baby Back Ribs with Smoky Vanilla BBQ Sauce

For the Sauce

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|--|---|
| 1 tablespoon butter | 1 tablespoon dark molasses |
| 1 tablespoon garlic, chopped | 1 tablespoon Nielsen-Massey Madagascar Bourbon Pure Vanilla or Vanilla Bean Paste |
| 1 tablespoon canned chipotle chilies with sauce, chopped | |
| 2 tablespoons brown sugar | |
| 2 tablespoons red wine vinegar | Melt butter in a heavy saucepan. Add garlic and saute until soft. Add remaining ingredients and simmer, stirring occasionally, 45-60 minutes. Makes 1-1/2 cups. |
| 1 teaspoon Worcestershire sauce | |
| 1 cup catsup | |

For the Ribs

- | | |
|---------------------------------------|--|
| 2 tablespoons ancho chili powder | Combine dry ingredients and add the olive oil to make a smooth paste. Rub over the ribs. Refrigerate 2 hours, or up to overnight. |
| 1 teaspoon salt | |
| 1 teaspoon garlic powder | Cook the ribs in a covered gas grill or charcoal barbeque, using the indirect heat method, according to manufacturers' directions. Cook approximately one hour, or until very tender. Remove ribs from the grill, wrap in foil, and set aside. (Ribs can be made ahead to this point, store in refrigerator.) Heat the grill as for direct cooking method. Remove the ribs from the foil and grill, basting with the sauce until heated through and the sauce is well glazed. Pass extra sauce. Serves 2 |
| 1/2 teaspoon cumin | |
| 1/2 teaspoon thyme | |
| 2 tablespoons olive oil | |
| 1 rack of baby back ribs, about 3 lbs | |



It's grilling time

Summer is upon us, and with the warming season, it means it's time to break out the grill once again. But, after a while, the same-old same-old grilled entrees can get a bit ho-hum. Time to mix things up a bit by tipping the ol' vanilla bottle!

Vanilla adds savory sweetness to many barbecue basics, punching up the flavor and giving sauces, marinades, and mixtures a "what is that that tastes so good?" flair. Try adding vanilla to a spicy barbecue sauce. Add a touch of Madagascar Bourbon Pure Vanilla Bean Paste to a fruit-based marinade for fish or chicken, or add a dash of vanilla to turkey burgers made with the addition of Asian chile paste, and a touch of curry. Let your imagination go, and vanilla will be your best grill-friend! ❖

From the Chef's Kitchen: We have a winner!



Nikki Norman's winning parfait

Nielsen-Massey Vanillas, in conjunction with *Pastry Art and Design Magazine*, is happy to announce a winner in the "Show Us the Beans" recipe contest.

Nikki Norman of Milton, TN, came up with the winning recipe for her "Triple Vanilla Tres Leches Parfaits" which combines vanilla cake, vanilla custard, and vanilla meringue into a piled-high, very-vanilla taste treat.

Norman will receive paid entry to the 2004 World Pastry Forum and the World Pastry Team Championship, a \$1500.00 value. The event matches teams of the finest pastry chefs from around the world in a 7-day event that includes competition, classes and festivities. It's sure to be exciting and fun.

Thanks to all who entered the contest. It was great to see so many creative and delicious ways to incorporate vanilla into desserts, pastries, and even savory dishes.

Find this recipe as well as all the other entries on our website www.NielsenMassey.com. Congratulations Nikki! ❖



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