

# Vanilla Vine



Nielsen-Massey Vanillas

Vanilla Specialists

## Nielsen-Massey Introduces Four New Retail and Foodservice Products

Yes, it's true! Nielsen-Massey, producer of the world's best vanillas, is proud to introduce its new line of Pure Extracts: Pure Almond, Pure Chocolate, Pure Lemon, and Pure Orange Extracts for baking and cooking.

These exciting new extracts are made with the same stringent quality standards as the famous Pure Vanilla Extracts. The new flavors deliver the essence of almond, chocolate, lemon, and orange in a convenient and easy-to-use form. These flavorful extracts contain natural botanic oils in an alcohol base for the cleanest flavor and purity.

Perfect for fillings and icings, in baked goods, and desserts, these extracts

can also be used in savory dishes such as soups, sauces and salad dressings. The new extracts are available in 2-, 4-, and 18-ounce bottles. Gallon bottles are available by special order.

"We're very excited about offering the new flavors of extracts," says Matt Nielsen, COO of Nielsen-Massey Vanillas.

"We have gotten great responses about the products from our customers so far."

The new products were recently introduced at the Summer Fancy Food Show, this July in New York.



Nielsen-Massey's four new extracts: chocolate, almond, lemon, and orange.

For more about each new extract flavor, see the rest of the Vanilla Vine, or visit [NielsenMassey.com](http://NielsenMassey.com). ❖

### Nuts about almonds

Almonds are native to Asia Minor and are now cultivated throughout the Mediterranean, Australia, South America and the U.S. Throughout history, almonds have maintained religious, ethnic and social significance. The Bible's book of Numbers tells of Aaron's rod that blossomed and bore almonds, using them as a symbol to represent the divine approval of Aaron by God. The Romans showered newlyweds with almonds as a fertility charm. And it is said that nutmeats and dried fruits were treated as delicacies of this time.

The almond is a small, yet mighty nutmeat. Noted for their mild, rich flavor, almonds are an excellent source of Vitamin E and many other vitamins and minerals. We eat them by the handfuls, candy-coat them, and toss them in our salads. The almond is a tasty treasure loved by many. Now, a touch of almond can be added with Pure



Enhance baked goods such as biscotti, with a touch of Pure Almond Extract.

Almond Extract from Nielsen-Massey.

Pure Almond Extract blends well with a host of foods and flavors, including vanilla, chocolate, caramel, apples, coconut, cherries, cream, strawberries, raisins, and more. Use Pure Almond Extract to add the warm, mellow, nutty flavor of almonds to baked good favorites such as pies, coffee cakes, and biscotti. Add it to confections, frostings and fillings for a fabulous finishing touch. ❖

### A chocolate dream

Chocolate has been around since Montezuma's time, and has become a favorite around the world. The first "chocolate box" was introduced by Richard Cadbury in 1868, when he decorated a candy box with a painting of his young daughter holding a kitten in her arms. Today, the retail chocolate industry in the U.S. is worth \$13 billion per year.

The taste, the smell, the melt in your mouth feeling of chocolate is the ultimate aphrodisiac for many (well, maybe second to vanilla, of course). A chocolate bar, a



Chocolate Dream, continued on page 2

### Did You Know?

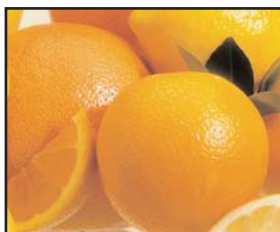
Lemon extract works great to remove sticky residue from price tags and labels.

## Orange you excited?

Oranges, originating in Southeast Asia, are now grown throughout the world. Florida, California and Arizona are the top growing regions in the U.S. (Florida is number one). Oranges are the third most popular fruit in the U.S., behind bananas and apples. Christopher Columbus brought



Pure Orange Extract is ideal for adding to recipes for rich, delicious desserts like crème brûlée.



orange seeds and seedlings with him to the New World. And by the 1820s, when Florida became a U.S. territory,

St. Augustine was flourishing in orange groves of its own. Orange is truly a flavor we have grown a strong affinity for. Orange can be added to an endless array of foods and beverages in a variety of ways - from the juice, to the zest, to the extract.

Nielsen-Massey Pure Orange Extract is the perfect partner to several of our other favorites, such as vanilla, chocolate, strawberries, pineapples and many other foods. Enhance rice, chicken, and fish dishes, even jams and marmalades. Add an orange burst to fruit pies and salad dressings, cream and custard desserts like crème brûlée, ice cream and sherbets, beverages, and pastries. ❖

## Refreshingly lemon

Ahh! The refreshing smell of lemon...who doesn't like that? The lemon tree, *Citrus limon*, is native to China and Southeast Asia where they have been grown for about 4,000 years. The demand for citrus fruits, such as the lemon, increased significantly after the 1890s when doctors found that people suffering from scurvy, a vitamin deficiency disease, could be cured by drinking the juice of citrus fruits.

Today, lemons are used in more ways than any other citrus fruit. The pulp of this bright yellow fruit yields juice, which contains citric acid, used for countless applications, from bleaching fabric to flavoring beverages. One can even cook the rind with sugar to make a candied lemon peel treat. And the lemon oil, or extract, comes from the rind.



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Wake up frozen treats with Pure Lemon Extract.

Pure Lemon Extract from Nielsen-Massey capitalizes on this fanciful fruit friend of ours, bringing all the goodness of lemon to complement just about any dish! It has a special affinity for vanilla, orange, almond and many other flavors. It's a natural with fish, pork and chicken and it marries well with a variety of herbs, such as parsley, rosemary, thyme, garlic, and basil. Lemon extract can be added to anything from beverages and vegetables to desserts and jellies. ❖

## Where to Find Us . . .

### Upcoming Shows and Events

#### Epcot International Food & Wine Festival

Disney World  
October 14-16, 2005  
Orlando, FL

(NMV to give one seminar each day)

#### WWFE

Worldwide Food Expo  
Chicago  
October 26-29, 2005  
Booth S7008

#### NICRA

National Ice Cream Retailers Association  
Scottsdale, AZ  
November 16-19, 2005  
Booth 401

#### FIE

Food Ingredients Europe  
Paris, France  
November 29- December 1, 2005  
Booth D87

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Make it a mocha-latté with Pure Chocolate Extract.

brownie, a hot fudge sundae, a mocha-tini or latté.... some people just "gotta have chocolate!" Well, Nielsen-Massey can make adding a bit of chocolate to your product easy with its new Pure Chocolate Extract.

Pure Chocolate Extract offers a rich and smooth chocolate flavor, without sweetness. Chocolate extract pairs well with other favorites such as vanilla, almonds, cinnamon, coffee, nuts, raspberries, maple, mint, coconut, cream, cherries, and bananas. Add a whisper of chocolate to a wide variety of foods - from cakes, cookies and icings, to coffee, custards and puddings. ❖

## Nielsen-Massey's Any-Flavor Cookies

1/2 cup butter

1 cup sugar

1 egg, beaten

1/2 teaspoon NMV Madagascar Bourbon Pure Vanilla Extract

1 teaspoon NMV Pure Extract (any flavor)

1 1/2 cups sifted all-purpose flour

1/4 teaspoon salt

In a bowl, beat butter until soft. Add sugar and mix well. Add the egg, Pure Vanilla and Pure Extracts and mix thoroughly. Add in the flour and salt and mix well. Shape dough into a log, wrap in waxed paper and chill until cold.

Preheat oven to 400° F.

Thinly slice the dough with a sharp knife and place on a greased baking sheet. Bake 8-10 minutes, or until lightly browned. Makes 2 1/2 dozen cookies.



NielsenMassey.com

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