

Vanilla Vine

Nielsen-Massey Vanillas



Pure Vanilla Specialists

Savoring Backyard Grilling: Making Delicious Ribs

Outside or in, grilling makes everything taste better!

Backyard grilling is an American tradition, and ritual for many. The classic foods to grill include barbecued ribs, burgers, chops, steaks and chicken. From fish to fruit to pizzas—somehow everything tastes better cooked on the grill! Maybe it is because we tend to relax and enjoy the view, or maybe it is the weather and good company of friends and family. Whatever the reason, we simply love the grilling season.

Let's start with some of the finer points of grilling ribs, like choosing what type of ribs to purchase, serving sizes and simple grilling tips and techniques. There are several types of ribs at your local grocer or specialty meat shop. Popular cuts are spare ribs, St. Louis cut ribs, baby back ribs and country-style ribs.

Spare ribs have more bone than meat, but offer excellent flavor and are a little less expensive than baby back ribs. One slab of spare ribs is usually enough for two people.

St. Louis ribs (often called barbecue cut or Kansas City cut) are spare ribs with the rib tips removed. These have more meat in-between the bones than baby back ribs and some prefer the taste of them over other cuts. A 3-3.5 pound slab can serve two people.

Baby back ribs are shorter than spare ribs and less fatty. A single serving is usually a half-slab, or whole slab if you have a healthy appetite.

Country-style ribs are cut from the sirloin or rib end of the pork loin. The meatiest variety of ribs, country-style ribs are sold either as slabs or in individual servings. These pork ribs are perfect for those who want to use a knife and fork.

There are far too many techniques for preparing the best ribs on the grill than we can cover in the *Vanilla Vine*, but overall, the key to the tastiest barbecued ribs is low, slow, moist heat and a great sauce! See

Apricot Mango Ribs, an excerpt from “A Century of Flavor” for a delicious rib recipe.

To prepare ribs, most rib experts recommend first trimming the silvery membrane, called the peritoneum, on the back of the ribs. This allows the seasonings to permeate the meat on both sides and if left on, it often gets hard and parchment-like



when grilled. Spices and seasoning rubs should be applied to both sides of the ribs prior to cooking. Sauces must wait until the final lap of the cooking process to be applied. Toward the end of the grilling process, the ribs can be basted with sauce and will turn a nice crispy brown, caramelizing the sauce and making it succulent and melt-in-your-mouth good.

The perfect combination of sides to accompany your ribs can include fresh and easy dishes. Crisp, green salads can be topped with seasonal garden vegetables and a quick vanilla-infused vinaigrette. Add a teaspoon of Mexican Vanilla to mellow out your slow-cooked famous baked beans. Sprinkle chunked sweet potatoes with a little vanilla sugar, grilling spices and a touch of butter, wrap them up in foil packets and throw them on the grill. Easy clean-up is a grilling season bonus!

For dessert, making fresh fruit cobblers or parfaits can use up surpluses of peaches, strawberries or any favorite fruit. Tahitian Vanilla enhances the fruit flavors while adding a smooth, mellow vanilla flavor sure to please. Backyard grilling and entertaining can be made easy and flavorsome by using products that add dimension and outstanding flavor to your grilled creations.❖

APRICOT MANGO BBQ RIBS

For the rib seasoning, combine the chili powder, salt, garlic powder, cumin, thyme and olive oil in a bowl and mix well to make a paste. Rub evenly over the ribs. Wrap the ribs in plastic wrap and chill in the refrigerator for 2 hours or up to overnight.

For the sauce, combine the apricots, mangoes, chipotle chiles, brown sugar, garlic, olive oil, tomato paste, vanilla extract, vinegar, Worcestershire sauce, cumin, salt and cayenne pepper in a blender container and purée. Store in the refrigerator.

To bake the ribs, preheat the oven to 300 degrees. Unwrap the ribs and place on a rimmed baking sheet coated with nonstick cooking spray. Bake for 1 1/2 hours. Brush the sauce generously over the ribs. Bake for an additional 45 minutes or until the sauce caramelizes.

To grill the ribs, unwrap the ribs and place on a grill rack. Grill over indirect low heat for 1 1/2 hours. Brush the sauce generously over the ribs. Grill for an additional 1/2 hour.

Place the ribs on a foil-lined baking sheet. Cover with foil and let stand for 20 minutes. Successful grilling or baking of ribs occurs when ribs cook slowly over low temperatures.

SERVES 2 TO 4

RIB SEASONING

- 1 1/2 TABLESPOONS ANCHO CHILI POWDER
- 1 TEASPOON KOSHER SALT
- 1 TEASPOON ORGANIC GARLIC POWDER
- 1/2 TEASPOON CUMIN
- 1/2 TEASPOON GROUND THYME
- 2 TABLESPOONS EXTRA-VIRGIN OLIVE OIL
- 2 SLABS BABY BACK RIBS

APRICOT MANGO BBQ SAUCE

- 1/2 CUP MEDIUM DICED CANNED APRICOTS, DRAINED
- 1/2 CUP MEDIUM DICED FRESH OR JARRED MANGOES, DRAINED
- 1 (4-OUNCE) CAN MILD CHIPOTLE CHILES
- 2 TABLESPOONS DARK BROWN SUGAR
- 2 WHOLE GARLIC CLOVES
- 1 TABLESPOON OLIVE OIL
- 1 TABLESPOON TOMATO PASTE
- 2 TEASPOONS NIELSEN-MASSEY MADAGASCAR BOURBON PURE VANILLA EXTRACT
- 2 TEASPOONS BALSAMIC VINEGAR
- 1 TEASPOON WORCESTERSHIRE SAUCE
- 1 TEASPOON CUMIN
- 1/2 TEASPOON SALT
- 1/4 TEASPOON CAYENNE PEPPER (OPTIONAL)

Retail Merchandising—Inspiring Displays

The last issue of the *Vanilla Vine* featured four new editions to the Nielsen-Massey line of premium products: Rose Water, Orange Blossom Water, Peppermint Extract and Vanilla Sugar. Each product has uniquely distinct characteristics and a wide variety of uses, and eye-catching merchandising may be the key to turning your customers on to these new flavors.

Rose Water and Orange Blossom Water may be new items to many customers and retail stores. Displaying inspirational recipe ideas and concepts can be helpful in promoting sales, and grouping products with cookbooks, cookware, gadgets and gizmos can inspire and motivate customers to “take and make” this fall season!

Rose Water, a delicate floral flavor, is popular in Middle Eastern, Indian and Greek dishes such as baklava, rice pudding, custards and pastries. Displaying Rose Water with themed displays such as a Moroccan tablescape is an ideal way to make the product sell. Warm and welcoming displays for Rose Water can be created around this theme by adding beautiful decorative platters, warm-colored linens, exotic baskets, tangines and more! Adding food products typical of Moroccan cuisine such as couscous, almonds and raisins, as well as recipe suggestions, pulls it all together.

Orange Blossom Water is traditionally used in Persian, Arabic, Indian and Turkish dishes. This citrusy sensation is a nice addition



Products such as Rose Water and Orange Blossom Water from Nielsen-Massey Vanillas, can be arranged in a themed display to inspire recipe ideas and promote sales.

to cakes, cookies, puddings and custards. Dessert themed displays can inspire terrific ideas for adding orange blossom water to after dinner treats! Specialty dessert cups, bowls and spoons set the stage for a special dessert to be savored. Getting creative with the display and positioning the product near ingredients that suggest complete recipes or menu ideas draws attention to the entire display and motivates the customer to replicate the scene in their own home.

Whether the product or the application, merchandising is a bit like staging a home for sale – appearance is everything! For additional ideas on how to market any of the new products from Nielsen-Massey, contact your sales representative.❖

Cookbook Corner



The perfect gift for anyone who loves to cook is now available! We're excited to say that our inaugural cookbook has been a success thus far and we want to make sure you can get your copy today!

“A Century of Flavor” is perfect for anyone - from the occasional cook to the accomplished chef. Each of the 50 recipes featured incorporates one or more of Nielsen-Massey's quality pure vanillas and/or fine flavorings. Full-color photos of each recipe, helpful cooking tips, techniques and interesting information about Nielsen-Massey is included in this one-of-a-kind cookbook.

Contact Nielsen-Massey by phone at 800-525-7873 (PURE) or by e-mail at info@nielsenmassey.com for wholesale cookbook information.❖

Carton Change: Reduce, Reuse, Recycle

In an effort to help preserve the rainforests that produce the beloved vanilla bean, all Nielsen-Massey products will now be packaged in cartons made of 100% recycled materials and will be labeled as such. For every ton of corrugated cardboard that is recycled, Nielsen-Massey can help preserve 17 trees, 463 gallons of oil, and 3 cubic yards of landfill.

To further support the sustainability of vanilla and the environment as a whole, Nielsen-Massey also composts the exhausted vanilla beans that leave our facilities.❖

New Literature Available for Foodservice Professionals

Incorporating quality vanillas and flavorings into today's menus is now made easy for restaurants, chains, hotels, caterers and cooking schools. A new full-color product sell sheet is available that describes the various products Nielsen-Massey has available for foodservice professionals. It includes photos, description of the products, suggested uses and availability information.

Whether you are making crème brûlée, wedding cakes or pasta sauce, we can help you decide which product is the right one for your recipe. For your copy of the Foodservice Professionals sell sheet, please contact Nielsen-Massey Vanillas.❖



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