

Family Business Defies Economic Climate by Forming New Charitable Foundation

At a time when nearly half of the country's largest foundations have decreased their giving – and double-digit decreases are expected for 2009 – Nielsen-Massey Vanillas has defied the economic climate by creating a new foundation. This family-owned and operated company will now donate ten percent of its profits to The Nielsen-Massey Foundation.

Formed in March of 2009, The Nielsen-Massey Foundation will assist disadvantaged children and adults with education and leadership development, especially in the field of culinary arts. The foundation will also consider requests for assistance in the development of sustainable environmental practices or for programs benefiting people in countries of need.

"The Nielsen Family sees the foundation as an organized way to continue our charitable tradition," says Beth Nielsen, President of the foundation. "But more than just a tribute to our family's history, this foundation will be our legacy for future generations. The more our foundation grows, the more people we can help in years to come."

Nielsen-Massey Vanillas has long supported charitable causes through product and cash donations, including several state and national culinary arts programs. Cash donations may now be given through the foundation. Foundation applications will be reviewed quarterly by the foundation board. For more information, please contact Beth Nielsen at info@nielsen-masseyfoundation.com. ❖

Health Corner: Gluten-Free and Allergen-Free Products

Whether it is one of the Big 8 food allergens: milk, eggs, peanuts, tree nuts, wheat, soy, fish and shellfish, or other intolerances and diseases such as celiac disease, these concerns must be addressed when developing food products. Today's increased awareness and diagnosis has heightened the demand for allergen-free and gluten-free products worldwide.

According to *Baking Management* (February 2009), "As sales of gluten-free products continue to climb, and as quality of flavor and texture improves, product diversity increases as well. While once limited to crumble cookies and dry muffins, gluten-free baked foods now encompass everything from tortillas to brownies to coffee cake." The report states that sales of gluten-free foods are reportedly rising by 15 percent to 25 percent per year.

As stated in *Specialty Food Magazine* (March 2009), "The strongest trends presented at Kosherfest 2008 were the presence of more products that are gourmet, exotic and/or healthy," says Menachem Lubinsky, Kosherfest show founder. The move towards healthier offerings is a big growth drive as well, and sugar-free, gluten-free, low-fat and all-natural have become buzz words in the kosher market." Even Starbucks Corp. has joined the bandwagon and will begin selling its first gluten-free pastry in its U.S. stores next month (as



of May 5) in response to requests from its customers.

According to The Food Allergy and Anaphylaxis Network, one can be allergic to any food, such as fruits, vegetables, seeds and meats, but the Big 8 allergens account for 90% of all food-allergic reactions. A severe allergic reaction to a food is called anaphylaxis, when symptoms appear rapidly and can be life threatening. Peanuts and tree nuts account for most of the severe cases of food allergies. Many different foods can cause food-allergic reactions and may be an allergy or simply an intolerance. Thus, consumers are seeking products with a "clean" label, safe for them to eat.

As the demand rises for product naturalness and products for special health needs, so does the need to create the allergen-free products of tomorrow. As you may or may not know, *all* Nielsen-Massey Vanillas' products are certified Kosher, Gluten and Allergen free. Whether you need

Where to Find Us . . .

Upcoming Shows and Events

American Retail Bakery Conference
October 18-20
Charleston, SC
Booth #308/306

National Ice Cream Retailers Association
November 4-7
Scottsdale, AZ
Booth #512

Food Ingredients Europe
November 17-19
Frankfort, Germany
Booth #8R20

Don't miss our next issue of the *Vanilla Vine* in September! Our theme will be *Vanilla Classics* and we will explore all those classic food items that vanilla has helped make our favorites.

a vanilla product or a flavoring to enhance the product you are formulating for the allergen-sensitive consumer, and need assistance in developing products using our Kosher and gluten-free ingredients, please feel free to call us and we'd be delighted to assist you.

Websites to check out for gluten-free, celiac disease and allergen-free information and products:

Gluten Free Products
www.glutenfree.com

Gluten Free Certification Organization
www.gfco.org

Celiac Disease Foundation
www.celiac.org

Food Allergy Initiative
www.faiusa.org

Food Allergy Kitchen
www.foodallergykitchen.com

Kids with Food Allergies
www.kidswithfoodallergies.com



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Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

Summer Bistro Party!

Amidst this economic climate, people are still gathering with friends to eat, drink and socialize. Luckily, the food industry has not let us down—as many restaurants and bars are offering special pricing for happy hours and early dining, exciting new menu offerings with lower prices and smaller sized portions for everything from drinks to desserts.

For a little something out of the ordinary, create your own fun this summer by planning an event around bistro-style fare and America's favorite flavor—vanilla! This versatile flavor can enhance, enliven and complete your party menu. Whether it is cocktails, appetizers or desserts, it is easy, delicious and fun to add vanilla. Add even more excitement to the menu by incorporating some of the Nielsen-Massey Pure Flavor Extracts like Chocolate, Almond, Lemon, Orange, Coffee, Peppermint, Rose Water or Orange Blossom Water.

Just a teaspoon of flavor helps the spirits go down

Greeting your guests with a uniquely flavored beverage is one way to start your summer bistro party out on the right foot. Vanilla's reputation for adding a smooth, rich flavor is not limited to food alone—it's the secret ingredient for a variety of cocktails, mocktails and other beverages. And for drinks with a bit of extra flare, adding a touch of our flavor extracts can lead to an outstanding flavor transformation.

Vanilla Extract or Paste can be added to any drink— from colas and smoothies to martinis and beer-tails—the sky's the limit! Vanilla mellows out spirits such as vodka or cognac for simple, yet refined drinks, whether it's a classic Manhattan or a martini. For those who opt for the Vanilla Bean Paste, you'll have the added benefit of the tiny vanilla specks that add visual appeal

for something such as an ice cream cocktail. If organic offerings are all the buzz with your guests, pair our Organic Madagascar Bourbon Pure Vanilla Extract or Powder with an all-natural, organic or premium cocktail mixer (there are quite a few on the market now) and have a *certified* happy hour!

Try a sprinkle of Vanilla Powder in iced teas and coffees—it mellows out the acidity and enhances the flavors. In addition to Pure Vanillas, Pure Flavor Extracts such as Rose Water and Orange Blossom Water can also create exotic flavor profiles to drinks like Rose Sangria (see page 2 for recipe) or an Orange Blossom Martini. Add a sweet finishing touch to drinks by rimming the glass with our Vanilla Sugar.

Make appetizers small in size but big in flavor

The food industry's trend of smaller portions and new exciting flavors is ideal for a summer bistro party theme—nibble a little, mingle, nibble a little more. It's a perfect way to try new foods without too much commitment!

When pairing foods with vanilla, savory foods are often overlooked. However, they too can be dramatically enhanced by adding just a touch of vanilla or a flavor extract. Vanilla adds smooth,

continued on page 2



Did You Know?

Combine Madagascar Bourbon Pure Vanilla Bean Paste with honey for a tasty, sweet spread or toss with fresh strawberries and serve with whipped cream.



continued from front

rich flavor and helps to bring out other flavors. Using other flavors can also add dimension and a signature touch to your menu.

In the NMV cookbook, *A Century of Flavor*, you can find great ideas for such savory party fare. Take recipes such as Crab Cakes with Vanilla Rémoulade or Spicy Tequila Shrimp and make them appetizer size—perfect for passed hors d'oeuvres. The delicious Savory Pork Tenderloin can be transformed into gourmet bite-sized sliders, accompanied by Lemon-Bleu Tomatoes, which are the perfect size for a cocktail party snack. Create your own fruit skewers infused with a Vanilla Vinaigrette or use it to add pizzazz to a fresh veggie wrap cut into bite-sized morsels.

Create desserts with mini indulgences, decadent flavors

The *going small* mindset has been quite successful in the desserts arena as well. Restaurants are offering mini dessert samplers, shooters and hand-held sweets. This is the category where vanilla can be the *star*, as expected!

Serve up your favorite vanilla-laced desserts such as cheesecakes, cook-



ies, pastries, chocolate mousse and panna cotta in mini-versions. Top off each dessert with different flavored whipped creams by using different varieties of our Pure Vanilla Extracts or Vanilla Bean Paste as well as any of our Pure Flavors such as Chocolate, Lemon, Orange, Almond, Coffee, Peppermint, Rose Water or Orange Blossom Water. Get all the flavor without any of the guilt—just a little bite to satisfy the sweet tooth and impress your guests. And for something fun, make some fanciful vanilla suckers as tiny sweet treats perfect for the kid in all of your guests.

So when you are planning your next summer get together, try inviting a little vanilla and its flavorful friends and taste what can happen!❖

Not All Vanilla Beans are Created Equal

When selecting and using vanilla beans, it is important to understand the differences in the look, flavor, aroma and origins of vanilla beans. Beans can vary not only in type, but in price and quality. Two types of vanilla beans that have increasingly been in the news include those from Tahiti and Papua New Guinea (PNG).

Genus and Production

Papua New Guinea vanilla is more a hybrid type vanilla exhibiting characteristics of both *tahitensis* and *planifolia* type vanillas. Vanilla from Tahiti is 100% *tahitensis*. In Papua New Guinea, *tahitensis* type vanillas are often grown on the same plantations as *planifolia* type vanillas.

Vanilla production in Papua New Guinea is still relatively recent, developing in the past 15 years or so, and is very primitive and isolated. There is little or no government support for the industry. Production costs are in line with those in Madagascar and Uganda.

Tahitian vanilla has a long history—they have been producing vanilla for over 100 years. Although production is small and very expensive, there is extensive government support given to the industry. Over half of the production is sold through the tourism sector and the majority of the vanilla is sold as “gourmet grade” beans.

Identifying the differences

Papua New Guinea *tahitensis* type vanilla beans are generally 12 – 18cm in

Bean Type	Length/Wt.	% Moisture	% Vanillin Content	Appearance
Papua New Guinea <i>tahitensis</i> and <i>planifolia</i>	12-18cm 16 cm = 4-5g	30	1.3 - 1.4	Flat, shiny, black, tough outer skin with small pock marks or scars.
Tahitian Vanilla <i>tahitensis</i>	12-22cm 16cm = 12-15g	45 or higher	0.09 - 1.4	Very plump and full, outer skin is oily with matte black finish, no scars or marks.

length with moisture content around 30%. Tahitian vanilla is 12 – 22cm in length with moisture content closer to 45% or higher.

Visually, the beans are very different. Papua New Guinea vanilla beans are somewhat flat with a shiny, black, tough outer skin. Small pock marks or scars are not uncommon. A 16cm Papua New Guinea vanilla bean weighs about 4 – 5gms. Tahitian vanilla beans are very plump and full. The outer skin is oily with a matte black finish. No scars or marks should appear on grade 1 qualities. A 16cm Tahitian vanilla bean weighs between 12 – 15 gms.

Papua New Guinea *tahitensis* type vanilla beans has an average vanillin content of about 1.3 – 1.4%. Tahitian vanilla beans have an average vanillin content of about .09 – 1.0%.

Tasting the differences

Papua New Guinea vanilla has a spicy, earthy aroma with some heliotropic (cherry like) and creamy notes. Tahitian vanilla has a sweeter, more candied, profile with much stronger heliotropic notes.



Overall the aroma and flavor of the Papua New Guinea vanilla beans are milder and more subdued than true Tahitian vanilla beans.

Comparing costs (and quality)

Overall, the quality of the true Tahitian vanilla bean is significantly better than the *tahitensis* beans grown in Papua New Guinea. However, Tahitian beans are 9 to 10 times the cost of Papua New Guinea beans, thus the Papua New Guinea beans offer a significant cost savings over true Tahitian vanilla beans. When quality is the deciding factor, Nielsen-Massey would recommend using true Tahitian beans as the flavor and quality cannot be matched. However, when there is a need to examine costs, the Papua New Guinea products offer a viable, cost effective alternative.

Using whole vanilla beans

Regardless of the type of vanilla bean you choose, here are a few tips on how to use whole vanilla beans. Split the bean lengthwise down the middle and scrape out the seeds. The *whole* bean has vanilla flavor and aroma, not just the seeds. Both the seeds and the pod can be used to flavor both savory and sweet foods, such as soups, sauces, pastry fillings, custards and confections. Vanilla beans can be used more than once, until the entire flavor has been depleted.❖



Nielsen-Massey's Rose Sangria Serves 4-6

- 1 apple, peeled and quartered
- 10 whole cloves
- 1 lemon, thinly sliced rounds
- 1 lime, thinly sliced rounds
- 1 orange, thinly sliced rounds
- 1/3 cup Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar

- 1/2 cup brandy, chilled
- 1 (750 milliliter) bottle dry red wine, chilled
- 1 1/2 cups pulp free-orange juice, chilled
- 1/4 teaspoon Nielsen-Massey Rose Water
- 1 teaspoon Nielsen-Massey Tahitian Pure Vanilla Extract
- fresh mint sprigs for garnish

Stud apple by pushing the clove stems into the prepared apple quarters. In a large glass pitcher, place the clove-studded apple quarters with the citrus fruit slices. Sprinkle Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar over the fruit, pour brandy over the sugared fruit and toss to coat. Place in the refrigerator for 4 to 6 hours to infuse the flavors. Before serving, remove the clove-studded apple and discard, crush the infused citrus fruits slightly with a wooden spoon. Stir in the wine, orange juice, Nielsen-Massey Rose Water and Nielsen-Massey Tahitian Pure Vanilla Extract. Garnish each glass with a sprig of fresh mint.

Note: Add additional Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar, orange juice or soda water for taste variation.

Lemon-Bleu Stuffed Tomatoes Makes 24 tablespoons of stuffing for 48 tomatoes

- 2 tablespoons dry white wine
- 2 teaspoons finely minced shallots
- 8 ounces cream cheese, softened
- 1 teaspoon finely minced garlic
- 1/2 teaspoon Nielsen-Massey Pure Lemon Extract
- 1/8 teaspoon white pepper
- 1/4 teaspoon cayenne pepper (optional)
- 5 ounces bleu cheese crumbles
- 2 pints cherry tomatoes (approximately 48)

Combine the wine and shallots in a small bowl. Let stand. Combine the cream cheese, garlic, lemon extract, white pepper, cayenne pepper and shallot mixture in a mixing bowl. Beat until well blended using an electric mixer. Fold in the bleu cheese with a wooden spoon. Chill, covered, in the refrigerator. Rinse the cherry tomatoes. Remove the tops by slicing a small amount off each tomato. Scoop out the seeds with a small measuring spoon. Cut a small slice off the bottom of each tomato so it will stand upright when plated. Fill each tomato with 1/2 tablespoon of the chilled Lemon-Bleu Stuffing, using a pastry bag or spoon.

Note: You may use the stuffing as a gourmet appetizer on toasted slices of a French Baguette topped with small cooked shrimp.

