

Vanilla Vine

Nielsen-Massey Vanillas

Pure Vanilla Specialists

Nielsen-Massey introduces new line



Nielsen-Massey's new vanilla blends can accent baked good such as cookies.

As leaders in the vanilla industry, Nielsen-Massey recognizes the growing concerns about the rising price of vanillas, and has instituted a ground-breaking program to help their customers deal with the fluctuations of the marketplace.

In a break with tradition, Nielsen-Massey is now offering their high quality, natural vanillas in blends with natural (WONF) and artificial flavors. These promise to be a sensible alternative for those producers who have come to rely on Nielsen-Massey's superior products, but whose product lines cannot support the climbing costs of Pure Vanilla.

"These products comply with our strict standards for flavor and performance," says Craig Nielsen, vice president, "but offer considerable savings for our customers."

Pure Vanilla is recognized as an all-natural ingredient that is label-friendly, and can be called pure vanilla extract, or natur-

al flavoring on the label statement. Vanilla WONF can be labeled as "natural flavoring," while any artificial flavor must be duly stated on the label. For those producers who are watching their budget, Nielsen-Massey's new blends can supply rich vanilla flavor without off flavors or aftertastes.

With seven flavor blends to choose from, Nielsen-Massey's new line of Pure Vanilla alternatives can be incorporated into many products. Cookies, cakes and icings, frozen dessert treats, dairy drinks and other beverages are the perfect application for these economical varieties. These items are available to the manufacturing sector only, and will not be offered to the retail consumer.

The experts at Nielsen-Massey will be happy to help you determine which of their new flavor alternatives are the right fit for your products. Contact Dan Fox or Craig Nielsen for more information.❖

Nielsen-Massey gets unwrapped

How many pounds of vanilla beans does it take to make an ounce of Pure Vanilla Extract?

How long does it take to produce Pure Vanilla using a cold extraction process?

Tune in on Mondays 10:00 E/C to find out the answers to these and many other questions about Nielsen-Massey Vanillas and other food products.

The popular FoodNetwork show *Unwrapped* will be featuring our favorite flavor in an episode due to air in early 2004. The film crew, which visited Nielsen-Massey's Waukegan, IL plant, documented the vanilla-making process in a taping session in July.

The premise of *Unwrapped* is simple: to show viewers behind-the-scenes aspects of the foods they consume every day.

Previous shows have featured the making of Jelly Belly candies, gourmet ice creams, cereals, cookies, and holiday snacks, among many other topics.

Another FoodNetwork production, *Food Finds*, has also featured Nielsen-Massey Vanillas, focusing on the unique cold extraction process used by the family-owned business. This show repeats periodically and schedules can be found on the website: www.foodnetwork.com.

We are happy to be a part of these exciting programs.

Mr. Nielsen, we are ready for our close-up!❖



Did You Know?

Vanilla adds no appreciable amount of calories to dishes such as apple pie. It's a healthy way to add flavor without adding fat or sodium.

Nielsen-Massey's team wins twice



(left to right) Chef Biagio Settepani, Chef Derek Poirier and Chef Dominique Bocquier

Bringing home the Best Chocolate Showpiece and Best Sportsmanship titles, Team Settepani, headed by Biagio Settepani of New York's Bruno Bakery created a chocolate and white sculpture that combines whimsy and art. Following the theme of "Broadway Musicals," the Team fash-

ioned an homage to the popular production "Cats." The fantasy creation featured figures of light and dark chocolate with the likenesses of cats and dancers, supported by chocolate cube shapes and embellished with flourishes and stars of, of course, more chocolate. Contest rules demanded that every element of the showpiece be made at the competition.

Team members joining Chef Settepani were Dominique Bocquier of LeNorte, Houston, TX and Derek Poirier of the Four Seasons Hotel, Newport Beach, CA.

The non-monetary award of Best Sportsmanship was given for the teams' demonstration of excellent teamwork, sportsmanship, and camaraderie.

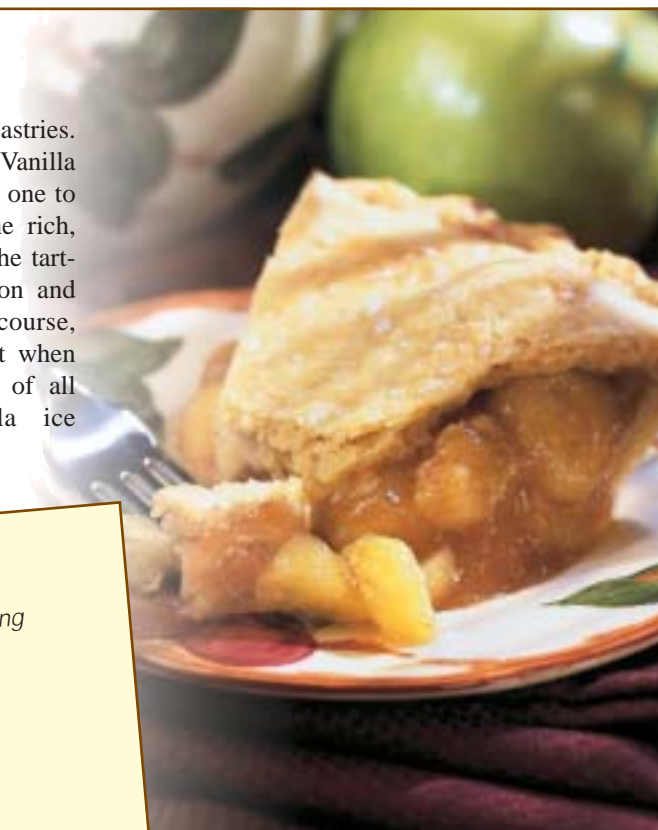
Congratulations to Team Settepani!❖

A taste of home with pure vanilla

Nothing says heart and home like a slice of warm apple pie. The traditional blend of apples, sugar, and a hint of cinnamon is always complemented with a kiss of vanilla. The ideal partner for fruits of all kinds, vanilla adds its sweet perfume to the crisp taste of autumn's signature crop, with glorious results.

Granny Smith is the classic pie apple, but newer varieties such as Braeburn, Jonagold and Pink Lady will

also yield perfect pies and pastries. Madagascar Bourbon Pure Vanilla from Nielsen-Massey is the one to use in this application. The rich, velvety flavor melds with the tartness of the apple, cinnamon and other brown spices. Of course, apple pie is always perfect when partnered with the classic of all yummy toppings: vanilla ice cream!❖



Favorite Apple Pie

Favorite Apple Pie

Apple pie is always a wonderful ending to a meal, or a treat all by itself. Adding a mellow hint of Pure Vanilla brings this pie to the peak of perfection!

- 4 or 5 large tart apples. Such as Granny Smith, Braeburn, Jonagold, or Pink Lady
- 3/4 cup sugar
- 1 1/2 tablespoons flour
- 1 1/2 teaspoons Nielsen-Massey Madagascar Bourbon Pure Vanilla

- 3/4 teaspoon cinnamon
- dash of salt
- pastry for two-crust pie

Pare, core and thinly slice the apples. Preheat oven to 425° F. In a mixing bowl, combine the sugar, flour, cinnamon, and salt. Add vanilla and mix well. Fit one pie crust into a 9-inch pie pan. Layer half of the apples into the crust. Sprinkle with half of the sugar mixture. Add the remaining apple slices and sprinkle with the sugar mixture. Cover with the top crust, trim to 1/2 inch larger than the pie plate and fold excess under bottom crust. Flute edge and cut several slits in the top crust. Bake 45 to 50 minutes, covering the edge with a strip of foil during the last 15 minutes, to prevent overbrowning. Serves 8.

Where to Find Us . . .

Upcoming Shows and Events

Worldwide Food Expo
October 29-31, 2003
McCormick Place
Chicago, IL
Booth #8541

NICRA
November 12-15, 2003
New Orleans, LA
Booth #8

Food Ingredient Europe
November 18-20, 2003
Frankfurt, Germany
Stand #H 835

Winter Fancy Food Show
January 18-20, 2004
Moscone Center
San Francisco, CA

Spring Fancy Food Show
May 2-4, 2004
McCormick Place
Chicago, IL



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

Issue 3 2003

NielsenMassey.com

10/03