

# Vanilla Vine

Nielsen-Massey Vanillas

Vanilla Specialists

## New Packaging Fills Niche in the Retail Market

In response to consumer concerns over the price of vanilla, Nielsen-Massey announces the introduction of a new line of their famous vanillas in convenient, versatile 2-ounce bottles, designed to help combat the sticker shock. The new packaging became available August 1.



*New two-ounce bottles of Nielsen-Massey Pure Vanillas are now available for retail sale.*

Recognizing the concerns of retailers over extreme vanilla prices, Nielsen-Massey is doing everything it can to minimize the impact of the cost increase to their customers, pledging to provide them with the very best vanillas at the very best possible price. The new, smaller bottle will give the consumer the quality product they want at an affordable price.

The smaller bottles also afford advantages to retailers. For the first time, they can offer their customers these 'tasting' sized vanillas, allowing them to explore the full

range of vanilla's flavors and nuances. Tahitian Pure Vanilla can be compared to Madagascar Bourbon Pure Vanilla; and Mexican Pure Vanilla can be tasted against Organic Pure Vanilla. Cooks and bakers can customize their creations to utilize the best vanilla for their particular specialty, without a huge investment. The new bottles can be sold individually, or combined as a set, and are perfect for inclusion in gift baskets, perfect for holiday gift-giving.❖

## Vanilla Adds Old Fashioned Flavor

When the warm summer months start to cool off, there is nothing better than an old fashioned fruit dessert to warm the heart and satisfy a sweet tooth. Fruit desserts are a good way to add helpful fiber and vitamins into the diet, and the complementary addition of Nielsen-Massey Pure Vanillas can help reduce the amount of sugar needed to sweeten the treat.

Vanilla is well known for its ability to enhance the flavor of stone fruits and berries in pies and cakes, but don't forget to use it in classic whole-fruit desserts such as baked apples, or in cobblers, bettys, or crisps. Pure Vanilla Extract is the perfect companion for any baked desserts, but the addition of Nielsen-Massey Madagascar Bourbon Pure Vanilla Powder can add a



*Pure vanilla enhances the down-home flavor of desserts like baked apples.*

powerful impact to the toppings for classic crisps and cobblers, offering its delicious aroma as well as fantastic flavor.❖

## World Pastry Competition Results USA Gets Gold!

Team USA came out on top for the 2004 Inniskillin Icewine World Pastry Team Championship 2004, winning the Gold Medal. The team, consisting of Patrice Caillot, Claude Escamilla and Chris Hanmer, with coach Jean-Philippe Maurry, M.O.F., gained the honor for their execution and artistry in the two-day competition.

In addition, the Pastry Chefs of the Year were named at the competition: Chefs Sebastien Canonne, M.O.F., and Jacquy Pfeiffer, both of the French Pastry School, Chicago, and respected advocates of Nielsen-Massey Vanillas.

Nielsen-Massey is proud to be a sponsor of the competition. Congratulations to Team USA, and chefs Sebastien and Jacquy.❖



## Did You Know?

Sebastien Canonne is the first French pastry chef based outside of France to receive the coveted MOF.

## Behind the Bean

Klaus W. Bassler is a man of many talents. With 30 years of experience in the food industry, he has no problem staying on top of the day-to-day mechanics of vanilla operations at Nielsen-Massey. Klaus is responsible for maintaining the plant machinery and making sure the operations of vanilla production sails smoothly.



*Klaus W. Bassler*

As a veteran of the U.S. Navy (22 years of service), where Klaus was a Mess Management Specialist, he was responsible for keeping over 14,000 sailors fed each day. Through the Navy, he received special training in Culinary Arts

and a lot of hands-on experience. Since Klaus was used to running a tight ship, he enjoys keeping on his toes at Nielsen-Massey, making any needed last minute changes in production to accommodate its customers.

When he is not at work, Klaus is somewhat of a handyman, working on endless home projects, wood-working and auto body work.

When he has a spare moment, the sailor in him loves to sink a line for some walleye or trout. Klaus resides in Winthrop Harbor, IL with his lovely wife, Boni and two children. ❖

## Where to Find Us . . .

### Upcoming Shows and Events

SIAL Paris  
Paris, France  
October 17-21  
USA Pavilion

Chicago Wine and Food Festival  
Chicago, IL  
October 17, 2004

NICRA  
Orlando, FL  
November 17-20  
Booth #1

Winter Fancy Food Show  
San Francisco, CA  
January 23-25  
Booth #762

## From the Chef's Kitchen: Chef Sebastien Canonne Earns Honor

The French Pastry School's Chef Sebastien Canonne earned the hard-won and prestigious title of Meilleur Ouvrier de France (MOF) in Yssingeaux, France earlier this year. MOF translates into 'Master Craftsman of France.'



*Chef Sebastien Canonne*

The MOF honor is the result of an arduous three-year process in which candidates from a wide variety of disciplines carry out a mas-

terpiece of work in an imposed topic or subject, followed by a demanding three-day competition. The MOF is awarded to the pastry chef who shows professional skills in French pastry technique as well as innovation, inspiration and craftsmanship. According to the French Pastry School web-

site, In the pastry competition, "participants are required to produce chocolate center-

pieces, desserts, gateaux, chocolates and pralines, using MOF-approved ingredients, material and techniques, and based on a given theme. Each participant is also required to produce a ground-breaking pastry masterpiece that is new to the industry." Nielsen-Massey is proud to be an approved MOF supplier.

The MOF is a French national award, initiated in the 1920's, specifically to honor the best craftsmen represented by 200 professional associations. The competitions are held every three years, and encompass not only pastry making, but also such disciplines as cheese making, lace making, medicine, engineering, and other crafts that reflect the scope of French history and contributions to world culture. There have been only 6903 titles allotted to date.

Participants in the competition are expected to respect and encompass ancient methods while embracing modern techniques, with the ultimate goal of preserving the fine arts and crafts of France. Recipients of the awards are not allowed to sit on their laurels, either. MOF honorees are obliged to continue their good works, acquiring new techniques and passing them on to students and followers. ❖

## Vanilla Powder Enhances Fruit Purees

Nielsen-Massey Madagascar Bourbon Pure Vanilla Powder is an ideal ingredient for use in fruit purees. The free-flowing powder adds the distinctive flavor of the world's best vanilla to purees without adding liquid. Fruit purees are a great way to add nutrition, color and flavor to healthy snacks such as yogurt or smoothies. Fruit purees can also be turned into tasty and fun 'fruit leathers' that are great for in lunchboxes or for after school snacks. Fruit leathers can be prepared from almost any fruit. Simply puree peeled, pitted fruit, add Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Powder, and spread thinly on a rimmed cookie sheet lined with plastic or waxed paper. Set oven at the lowest setting (140° F.), place the pan in the oven with the door cracked 2-6 inches, and let dry for 4-6 hours. The fruit will be pliable and



barely sticky to touch. It will keep for months in the refrigerator, years in the freezer. ❖



Vanilla Vine is a production of  
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