

# Vanilla Vine



Nielsen-Massey Vanillas

Vanilla Specialists

## Here's to the Very Versatile Flavor of Chocolate Extract

Nielsen-Massey's newest flavor line includes Pure Chocolate Extract, the essence of chocolate in a liquid that is easy to use.

The 2nd favorite flavor in America (vanilla, of course is the first!), chocolate is easily as versatile as vanilla in flavoring a menu of foods that ranges from cocktails all the way to desserts. Pure Chocolate Extract is unsweetened, or bitter with a mellow, slightly smoky flavor that is typical of pure chocolate bars or cocoa powder.

Because of its distinctive and definitely un-sweet taste, Pure Chocolate Extract can be used in savory dishes with great advantage. Try it in game, poultry, rabbit or seafood dishes. Classic Central and South American mole sauces typically contain chocolate, and are served with poultry or pork. Chocolate can also be added to tomato-based sauces such as marinara or chili sauces as a piquant flavor accent. To add Pure Chocolate Extract to a recipe, start with a small amount, such as 1/2 teaspoon per batch, and increase according to taste, a little goes a long way.

In tea, Pure Chocolate Extract adds a nice topnote (just use a drop per cup), and in coffee, it is nice with the addition of milk and sugar.

The versatility of Pure Chocolate Extract becomes evident when it is paired with sugar, sweet spices such as cinnamon and nutmeg, or cream. With these staple

ingredients, Pure Chocolate Extract is a chocoholic's dream experience just waiting to happen...it just may become your secret ingredient!

Here is a recipe that takes chocolate to a whole new level. The cocktail (or choco-tail) hour will never be the same! It's a great way to toast in the New Year! ❖



### Chocolattini

- 4 shots vodka
- 3 scoops coffee ice cream
- 1 1/2 teaspoon Nielsen-Massey Pure Chocolate Extract (or more, if desired)
- Approximately 1 cup ice cubes
- Chocolate syrup to garnish (the kind that makes the chocolate shell)
- Chocolate sprinkles to garnish

Place 2 stemmed martini glasses in the freezer. Add all ingredients except the syrup to a blender and blend until thoroughly mixed. Dip the rims of the chilled martini glasses in the chocolate syrup. Fill with Chocolattini mixture, garnish with sprinkles, and serve.

Makes 2

## We Bid Goodbye to Jaap Boorsma After a Long Career



Jaap Boorsma retires from the Netherlands plant.

With the 10th anniversary of our Leeuwarden plant a cause for celebration, it is with some sadness that we announce the retirement of Jaap Boorsma, Plant Manager since the very start of the Netherlands production.

Jaap has been a strong and compassionate leader, committed to getting the job done right every day, and taking real ownership of the product he produced.

As Plant Manager at the site, Jaap has been in charge of day-to-day operations, quality, production, and packaging. He was the key liason between operations, suppliers, vendors and customers when needed, making sure everything went smoothly, and

always with a smile and a positive attitude.

His dedication to the job, and his rapport with fellow employees, vendors and customers has made him an important reason for the success of the Netherlands operation. We will miss seeing him around the plant.

We thank Jaap for his dedication, and wish him all the best in retirement. ❖

### Did You Know?

Did you know that 16% of Americans prefer almonds to any other nut?

Source: The Almond Board of California

## Leeuwarden Plant Celebrates 10 Years!

In Dutch it's Lof! In English it's Congratulations!

In any language it's time to celebrate 10 wonderful years since the opening of Nielsen-Massey Vanilla International LLC in Leeuwarden, Netherlands.

Back in 1995, Nielsen-Massey's goal was to find a way to better serve the European community by providing them with the same high quality vanilla products as those produced in the United States. With this in mind, Nielsen-Massey selected the site in the Netherlands and construction began.

Originally, the plant produced Madagascar Bourbon Pure Vanilla and

Indonesian Pure Vanilla for the European market, but has expanded in the ensuing years to add Tahitian Pure Vanilla and Pure Vanilla Blend to the product line.

"We are happy that the Leeuwarden facility has been so successful over the years," says Craig Nielsen, "and that we have such close relationships with the people there. They are all part of the Nielsen family. The success of the plant is mainly due to the service and devotion of every one of the employees who have made it their commitment to provide the world's finest vanilla to the European community."

Lof, congratulations, and thank you for all of your hard work. ♦

## All Flavor, Few Calories...A Tastefully Good Start to the New Year

Now that the holidays are upon us, it's time to start thinking of resolutions for the New Year, and for many, that means trying to take off a few of the holiday pounds.

The use of Chocolate and Almond Pure Extracts can be a great help when developing post-holiday recipes because they can add flavor highlights without adding significantly to the calories. These flavors are so intense and vibrant, just a drop adds all the flavor of Chocolate or Almond, without having to add the real, calorie-laden thing.

Pure Almond Extract, for instance can be added to salad dressings, sandwich

fillings, fruit desserts, yogurt, smoothies and sauces. It can add flavor to coffees for a pick-me-up and be a simple substitute for calorie-laden syrups in lattes, cappuccinos, and espresso creations.

This simple spinach salad recipe combines all the best ingredients while still being mindful of those holiday pounds.

For more information about how you can offer these exciting new extracts in your retail store, contact your distributor, or Nielsen-Massey Vanillas at 800-525-7873. Be sure to visit [www.NielsenMassey.com](http://www.NielsenMassey.com) for more information about all our products. ♦

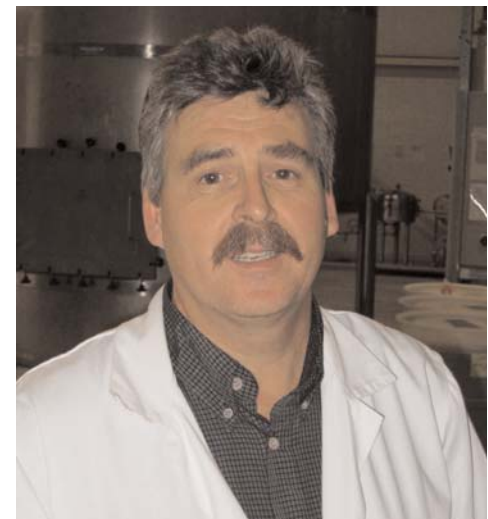
## Where to Find Us . . .

Upcoming Shows and Events

NASFT Winter Fancy Food Show  
Moscone Center  
San Francisco, CA  
January 22 - 24, 2006  
Booth 862

Research Chef's Association  
George R. Brown Convention Center  
Houston, TX  
March 9 - 12, 2006

## Behind the Bean



Taking over as Plant Manager from Jaap Boorsma, Bouwe G. deVries (pictured above) brings his management background that includes service, government and manufacturing to work for Nielsen-Massey. A teamworker, Bouwe has a "helping hands" mentality and is looking forward to bringing his management skills and experience in management, logistics, organization, and IT to work for the company.

In his off hours, Bouwe enjoys running half marathons, is active in playing the Frisian game of Kaatsen, and looks forward to participating in ice-skating and biking the 11-Stedentocht (220 km in one day city to city). He is also active in local theater as an actor.

Bouwe lives in the town of Wergea with his wife and two children. ♦

### Strawberry Spinach Salad with Almond Vinaigrette



#### For the vinaigrette:

- ¼ cup olive oil
- ¼ cup rice vinegar
- ¼ cup water
- 1 tablespoon Dijon mustard
- ¼ teaspoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract
- ¼ teaspoon Nielsen-Massey Pure Almond Extract

Whisk or shake together to blend. This makes more than enough for 2 salads. Store remainder in refrigerator.

#### For the salad:

- 10 oz. baby spinach leaves, washed, dried and torn into bite-sized pieces
- ½ cup red onion, thinly sliced
- 1 cup strawberries, thinly sliced
- ½ cup sliced almonds

In a large bowl, gently toss the salad ingredients. Shake or whisk the vinaigrette to blend, and toss in to moisten the leaves. Garnish with additional strawberries and almonds, if desired. Pass extra dressing.

Serves 2



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 2005

NielsenMassey.com

12/05