

# Vanilla Vine

Nielsen-Massey Vanillas

Pure Vanilla Specialists

## Holiday cooking showcases vanilla's diversity

Everyone knows that vanilla is the world's favorite flavor, but few realize why. The uses of vanilla have changed dramatically since its first introduction to Europe in the fifteenth century. Originally it was used only in combination with chocolate in a beverage first developed by the Aztecs of Central America. In 1602 vanilla was, for the first time, used as a flavoring by itself. Vanilla soon climbed to become the dominant flavoring of world cuisine.

And no wonder. Vanilla potentiates, complements, and accents most flavors of the world, not the least of which are the flavors of the holiday season.

Imagine butter cookies, Christmas cakes, or cinnamon rolls without the rich taste of vanilla. Hot cocoa without the warmth of vanilla? Never! And then there is the complementary mellowness that vanilla contributes to pecan pie and other nut-based confections. What would peanut brittle be without vanilla's sweet smoothness?

It's hard to imagine a holiday dish, from noodle kugel to cranberry sauce that wouldn't benefit from the classic taste of vanilla. Even savory dishes improve with the addition of vanilla. Try it to mellow the acidity of tomatoes in chili and tomato sauces, or to smooth the bite of onions. Vanilla also embellishes the glaze of a holiday ham and adds adornment to the traditional stuffings for turkey, duck and chicken.

Retailers can capitalize on vanilla's profitability by showcasing bottles of vanilla, Madagascar Bourbon Pure Vanilla Bean Paste, and Vanilla Powder with seasonal ingredients such as cranberries, chocolate and nuts. Display sugar and corn syrup for candy makers; flour and cookie cutters for bakers. Whatever your fancy: sweet or savory, easy



Poached Pear in Vanilla Cream is a classic dessert.



Vanilla's versatility complements everything from candy to duck!

or elegant, vanilla is full of flavor options that have been international favorites since Elizabethan times.

Find a wealth of recipes on our website: [www.NielsenMassey.com](http://www.NielsenMassey.com).

## Nielsen-Massey wraps up eventful year

It's been an challenging year for Nielsen-Massey. Of course, the skyrocketing price of vanilla beans made the industry shudder, but it opened up new opportunities for the makers of the world's best vanilla products.

Nielsen-Massey introduced a new product line directed at industrial customers who need premium vanilla flavor, without the premium price. Including blended Pure Vanillas and vanillas with other natural flavors (WONF), the line has been a success with those who are feeling the pinch in the flavor department.

Meanwhile, Nielsen-Massey continues to produce its premium line of products, including rich and mellow Madagascar Bourbon Pure Vanilla, spicy Mexican Pure Vanilla, distinctive Indonesian Pure Vanilla,



fruity Tahitian Pure Vanilla, Madagascar Bourbon Pure Vanilla Bean Paste with real vanilla bean specks, and alcohol-free and sugar-free Madagascar Bourbon Pure Vanilla Powder. These exclusive products

remain the gold standard of vanilla in the flavor industry, and are made with the same care and crafting as when the business started in 1907.

We are looking forward to the New Year, and to giving our customers the same dedication, integrity and service that have been our hallmark for 96 years.

*Happy New Year!*

### Did You Know?

Using vanilla extract is more cost-effective and less labor intensive than using vanilla beans, because you don't have to split or scrape the beans.

## Media coverage continues

Nielsen-Massey continues to make headlines, this time in the November issue of *Chef* magazine. An article written by Melanie Wolkoff, *Spilling The Beans*, examines the volatile vanilla market, with quotes from Matt Nielsen, and photos from the Nielsen-Massey photo library.

The article also includes suggestions for using vanilla from chefs Gilbert Langlois of Rushmore in Chicago, Brian Stapleton of Chapel Hill, NC, Carolina Inn, and Patricia Rain, of the Vanilla.COMpany. They give tips on handling vanilla, and advice on how to get the most out of the precious flavoring. All the chefs agree that they won't sacrifice authentic vanilla in their signature dishes.

Continuing media coverage once again highlights the expertise of Nielsen-Massey and the respect they have earned from some of the industry's most prestigious chefs. ♦

## Behind the Bean



Symon Breedenbach

Symon Breedenbach has been employed in the production facility at Nielsen-Massey's Leeuwarden plant for about 14 months. His job duties include the exacting task of producing vanilla, along with labeling and packaging, ensuring that the demands of the clients are met and surpassed with quality product. Symon's past experience includes managing various departments of a laundry business where he worked for 20 years.

With wife Yvonne, and son Sven, Symon enjoys a variety of family activities, including biking, swimming and enjoying nature. Symon also plays tennis and does powerkiting and skeeler, long-distance in-line skating using 5-wheeled skates, and going a distance of 30K (about 18.6 miles). He also plays percussion instruments in a big band, and is restoring his 100 year old



Poached Pear in Vanilla Cream is a classic dessert.

## Where to Find Us . . .

### Upcoming Shows and Events

Winter Fancy Food Show  
January 18-20, 2004  
San Francisco, CA  
Booth #1368

Retail Bakers' Show  
March 20-22, 2004  
Orlando, FL  
Booth # 1929

Spring Fancy Food Show  
May 2-4, 2004  
McCormick Place  
Chicago, IL  
Booth # 5515

Summer Fancy Food Show  
June 27-29, 2004  
New York, NY  
Booth #763

### Mexican Hot Cocoa Mix

Chocolate has been found to contain cancer-fighting antioxidants, and a cup of hot cocoa is one of the best ways to get these beneficial goodies. Cocoa is made all the more special with the addition of Pure Vanilla! Try this recipe for a hot cocoa mix with a Mexican twist. It makes a great gift when it's put into a special container and tied with a festive ribbon. The perfect health-boosting winter warmer!

- 1 cup powdered nondairy coffee creamer
- 1 cup fine granulated sugar (or powdered sugar)
- 1/4 cup unsweetened cocoa
- 1 Tablespoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Powder
- 1 Teaspoons cinnamon

**Combine all ingredients. Store in an airtight container. To serve: Add 2/3 cup boiling water to 1/3 cup Mexican Hot Cocoa Mix in a sturdy mug. Stir. Top with marshmallows, if desired, and enjoy!**

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 4 2003  
NielsenMassey.com 12/03