

More Groundbreaking News At Nielsen-Massey!

The good news just never stops at the busy headquarters of Nielsen-Massey. August marked the biggest event in recent Nielsen-Massey history when the first shovels of dirt were turned over to make way for the new plant expansion.

The Waukegan, Illinois manufacturing facility will grow by nearly 30,000 square feet with the addition of more warehouse and production space, increased office areas and a new 1,100 square foot test and demonstration kitchen.

The increased production space will allow for more efficient production and packaging lines and the additional warehouse area will provide storage space for years to come. Offices will be updated and a new reception area will provide views into the new chef's kitchen.

"The new kitchen area will allow us to develop recipes and products on site," said Beth Nielsen, Chief Culinary Officer. "We are looking forward to the opportunity to host our product and recipe development in our own plant as well as using the area for demonstrations, classes and events."

The expansion is expected to be completed in December. The plant will be able to remain in full production mode throughout the construction period, so customers can still expect the type of service that has made Nielsen-Massey an industry leader.

2011 has been a year full of innovation, growth and commitment to the Nielsen-Massey brand and to their customers. Along with the new label design, the new plant facility will ensure that Nielsen-Massey stays in the forefront of excellence for generations to come. ❖



Nielsen-Massey Vanillas employees



Beth Nielsen (left), Craig Nielsen, Matt Nielsen and Camilla Nielsen break ground



Nielsen-Massey Vanillas Beth Nielsen (left), CEO Craig Nielsen, Waukegan Mayor Robert Sabonjian and Matt Nielsen before a groundbreaking ceremony.

Did You See?

Nielsen-Massey Vanillas was featured on Martha Bakes on the Hallmark Channel.

Nielsen-Massey was featured on a recent Unwrapped episode, which aired November 26, 2011 at 8:00 p.m. CST.



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Vanilla Vine

Nielsen-Massey Vanillas

Fine Vanillas & Flavors

New Labels : A New Face On An Old Friend

A fresh, new Nielsen-Massey label is showing up on retailer's shelves and in restaurant and bakery pantries. This exciting new graphic modernizes the Nielsen-Massey image while upholding the traditions of the Nielsen-Massey brand that consumers love.

This is the first label change in more than eight years, says Matt Nielsen, the company's Chief Operating Officer. The changes will enhance the product's brand identity with a cleaner and consumer friendly design, while maintaining the familiar brown and cream color scheme.

The new labels highlight the Nielsen-Massey name and a redesigned shield logo incorporates a vanilla flower as well as a tree, indicative of the family tree of Nielsen-Massey specialty vanillas and flavorings. The winged horse Pegasus still

tops the shield image, a symbol of the innovation and quality 'springing forth' from the Nielsen-Massey enterprise. The font, while updated, still reinforces the tradition that has made Nielsen-Massey a leader in the vanilla and flavoring market for more than a hundred years.

In addition to the refined logo, the new labels deliver a special message from the Nielsen family as well as a reference to their website, where cooks and bakers will find recipes, technical data and purchasing information. Lastly, the labels indicate that the products are certified Gluten-Free and Kosher.

As the new labels roll out over the next few months, look to see a new face on an old friend coming to a shelf near you soon. ❖



Winning the Gold!



From left to right, Beth Bitzegaio, Cat Cora, Matt Nielsen

The new label design is both a tribute to the company's heritage and a new face for the specialty food market. At the Summer 2011 NASFT Fancy Food Show, Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste was a soft™ Gold Winner in the Baked Goods, baking ingredients or cereal category. The delicious paste is a favorite of many Nielsen-Massey customers and is a proprietary product, unique in texture and flavor.

Where to Find Us . . .

Upcoming Shows and Events

Winter Fancy Food Show
January 15-17, 2011
San Francisco, CA

Catersource
February 26-29, 2011
Las Vegas, NV
Booth #3062

Coffee – A Beverage and a Lifestyle

It is the morning boost that most of us feel we cannot live without. Centuries old, and although the options have expanded, the basic drink remains the same. However, in more recent years coffee has evolved from a morning routine into, what some would call, a luxurious lifestyle. The coffee shop is not only a quick stop-and-go purchase on the way to work, as it has transformed into a place where students can go and study, business people can bring their laptops and connect to Wi-Fi for free, and it may even be the perfect place for a first date.

However, it's not only the coffee shops that are thriving these days. The at home coffee brewer is generating sales too. With the wide variety of flavors available along with the multiple at home brewing systems, customers not only have the ability to make a personalized choice at their nearest Starbucks®, but they also have the power to create their own masterpieces at home. According to *Prepared Foods*, "Coffee is the most popular hot beverage in the U.S. and the second-most popular hot drink in the world."

Thanks to the popularity of our coffee shops and our fancy home brewing systems, a new generation of "coffee lovers" has emerged. The flavor of coffee is no longer just enjoyed in our society's 9-5 work places. The rich flavor can enhance so many foods and is now appreciated by a wide range of people. For example, a delicious way to enhance the taste of your chocolate brownies is to add the perfect

hint of coffee with Nielsen-Massey's Pure Coffee Extract. For a better understanding of how our Pure Coffee Extract can upscale your recipes, see our product description below.

Nielsen-Massey Pure Coffee Extract

It is the essence of rich brewed coffee in a concentrated form. Use it to add subtle richness to a vanilla milkshake or hot chocolate. Add it to vanilla yogurt, to hot fudge sauce as a topping for ice cream, or blend it into whipped cream to go with brownies or pound cake. It's also a great addition to molten chocolate cakes, tiramisu or molasses cookies. Try adding it to savory dishes as well, such as stews and soups, gravy, salsas and spaghetti sauce for added richness and depth.

A Healthy Habit

It's no secret that many of us can't start a productive day without a cup of Joe. Thanks to this healthy habit, coffee is American's primary source of antioxidants according to researchers at the University of Scranton in Pennsylvania. Frank Hu, Professor at Harvard University School of Public Health comments, "Coffee is the primary source of chlorogenic acid and

other antioxidants. It is also a major contributor of several minerals, including magnesium, potassium and chromium" (*Food Technology*). Although, coffee is highly recognized for its caffeine content, it has so much more to offer. *Clean Eating* magazine recently stated, "According to the Mayo Clinic, it may help guard against liver cancer, Parkinson's disease and type 2 diabetes."❖



Chocolate – A Tasty Trend in Today's Market Place

Looking to generate sales this quarter? It might be as easy as adding a few more chocolatey items to the menu. *Flavor & The Menu* recently published an article titled, "Make Mine Chocolate, on its own or paired with fruits, pastries and beverages, America's favorite flavor generates sales." And there are facts to back up the claim, *Technomic's* Dessert Consumer Trend Report put chocolate as the top-selling dessert flavor on restaurant menus. And according to Packaged Facts, the market for U.S. chocolate was up 3% in 2009 at \$17.3 billion and is expected to climb on average 3% annually until its peak in 2015 when sales reach \$19 billion.

There is no denying that chocolate has been curing our "sweet-tooth" for countless years. The statistics are reassurance that even in this health-conscious society, chocolate sales have been steadily increasing in the market place. Some chocolatiers are taking this sweet trend to an entirely new level. This long-time basic dessert and ingredient is playing an important role in some of today's most artistic dishes. For example, *Flavor & The Menu* recently described an interesting dessert created by Dominique Persoone. Persoone serves dark-chocolate "lipstick" with his vanilla ice cream. The chocolate is to be applied in between bites, creating a unique but delicious dessert experience.

Another more mainstream creation is "edible soil." The ingredients for this textured

blend typically found as a side item or sprinkled over your desserts may vary, but expect chocolate to be the main ingredient. Don Montuori, publisher of *Packaged Facts* states, "For many chocolate-loving Americans, it's more about the experience than it is about mere consumption." He continues, "Premium chocolatiers are setting off on culinary adventures, discovering new layers of flavor and textures... This may be a mature market, but it's also one that isn't afraid to innovate" (*FoodProcessing.com*). And the range of foods and flavors that pair well with chocolate make chocolatey innovation effortless!

Once a Guilty Pleasure— Now a Healthy Choice?

So what else is causing the chocolate trend? Besides the fact that chocolate may be one of the most comforting sweet treats in American history, science is now claiming that the delicious food has some powerful health benefits mainly attributed to its antioxidant content. In fact, according to an article in the *Chemistry Central Journal*, chocolate could be considered the next "Super Fruit." The article reviews a study that compared the antioxidant capacity per serving in cocoa powder and chocolate with fruit powders from acai, blueberry, cranberry and pomegranate. Surprisingly, the results demonstrated that the antioxidant activity in the cocoa powder and dark chocolate were significantly greater than that of the fruits, excluding the pomegranate

which had similar levels to the dark chocolate.

How can the antioxidants in chocolate potentially benefit you? Antioxidants are thought to help prevent cancer, heart disease, stroke, Alzheimer's disease and more. Of course, not all chocolate treats are created equal. Dark chocolate is the healthier choice, and scientists continue to study the benefits of cocoa. Flavanol, a nutrient found in cocoa, is believed to have some heart-healthy benefits like decreasing blood pressure. These healthy blood vessels are what help prevent kidney disease, dementia and type 2 diabetes (*WebMD.com*).

Nielsen-Massey Pure Chocolate Extract

This is the essential flavor of chocolate. Neither sweet nor "milk chocolatey," this extract offers the full depth of dark chocolate, made from the finest cocoa beans. It pairs well with vanilla, almonds, cinnamon, coffee, nuts, raspberries, maple, mint, coconut, cream, cherries and bananas. Add a whisper of chocolate to a wide variety of foods—from cakes, cookies, and icings to coffee, custards and puddings. It also adds a delectable top note to sauces, chili and other spicy foods. It goes exceptionally well with chile peppers, tomatoes, legumes, and of course, vanilla.❖



Coffee Cloud Meringues

Ingredients

1 cup sugar
4 egg whites
2 teaspoons Nielsen-Massey Pure Coffee Extract
½ teaspoon cream of tartar

Directions

Process the sugar in a miniature food processor until very fine. Preheat the oven to 225 degrees. Line a baking sheet with parchment paper. Whip the egg whites in a nonplastic bowl using an electric mixer on medium-high speed. Whip in the coffee extract and cream of tartar. Add the sugar 1 tablespoon at a time, beating after each addition. Beat until the mixture is glossy and will hold a stiff peak. Pipe the meringues using a pastry bag with a star tip or making dollops with a tablespoon onto the prepared baking sheet. Bake for 1 hour or until the meringues are dry. Turn off the oven and allow the meringues to cool in the oven, away from drafts, for several hours or overnight. Store in an airtight container. Makes 2 to 3 dozen.

Recipe from *A Century of Flavor*

Vanilla-Mocha Café Cake

Ingredients

2 eggs, lightly beaten
½ cup canola oil
1 cup plain yogurt
1 cup cooled brewed black coffee
2 teaspoons Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract
2 teaspoons Nielsen-Massey Pure Coffee Extract
1 teaspoon Nielsen-Massey Pure Chocolate Extract
2 cups sugar
1 ¾ cups all-purpose flour
¾ cup unsweetened cocoa
2 teaspoons baking soda
½ teaspoon salt

Directions

Preheat the oven to 350 degrees. Coat a 12-cup Bundt pan with nonstick cooking spray. Beat the eggs, canola oil, yogurt, coffee, vanilla extract, coffee extract and chocolate extract in a mixing bowl using an electric mixer on low speed. Add the sugar, flour, cocoa, baking soda and salt. Beat on medium speed for 2 minutes; the batter will be thin. Pour the batter into the prepared cake pan. Bake for 35 to 40 minutes until the cake tests done. Cool in the pan on a wire rack for 15 minutes. Invert onto a serving platter. Serve with Nielsen-Massey's Cherries Jubilee Sauce. Serves 12 to 16.

Visit www.nielsenmassey.com for our Nielsen-Massey's Cherries Jubilee Sauce recipe.

Recipe from *A Century of Flavor*

