

It's Not too Early to Prepare for Fall!

Every fall we can expect back-to-school excitement and colorful foliage, followed by fun autumn holidays. Memorable flavors are top-of-mind for home cooks at this time of year, whether they are baking cookies for an after-school snack or planning holiday dishes for family gatherings. Give shoppers a wide selection of products to choose from with Nielsen-Massey Vanillas' help!

Display Nielsen-Massey's products with everything you would need for a back-to-school bake sale. Feature our Madagascar Bourbon Pure Vanilla Extract, displayed alongside rolling pins, cookie cutters and colorful sprinkles for vanilla sugar cookies.

Halloween will be here before you know it! Nielsen-Massey products work well in candies and other spooky treats. Simply include festive candy and cake molds, themed cupcake liners and flavors such as Nielsen-Massey's Pure Chocolate Extract.

Thanksgiving dishes and desserts rely on flavorful ingredients. Present gourmet ingredients, like Nielsen-Massey's Pure Coffee Extract, accented with measuring cups and spring-form pans to create a pumpkin spice laté cheesecake, a dessert that is sure to win over any guest. Start on your displays today!



Vanilla vine



NIelsen · MASSEY
FINE VANILLAS & FLAVORS

EXTRACT • BEAN PASTE • SUGAR • POWDER • ORGANIC • BEANS

One World, Sustainable Vanilla

In today's global marketplace, it is important companies strive to manufacture foods and ingredients that have a positive impact on the world—from protecting the environment to making sure the people involved in the process are treated fairly. Providing consumers and customers with sustainable products meets an ever-growing demand for ethically manufactured goods. At Nielsen-Massey Vanillas, we strive to provide vanilla products that follow these standards.

"Vanilla, particularly in Madagascar, is the lifeblood of the region where it is grown, said Dan Fox, Director of Sales at Nielsen-Massey. "In order for it to continue to be a sustainable crop, it needs to be more economically viable for those growers than it has been in the past few years."

Many farmers have been walking away from the vanilla bean business in recent years due to low wages. In cooperating with our suppliers, we have made a commitment to producing sustainable products. This not only supports the farmers' livelihood but also has a positive long-term impact on the environment.

Our suppliers have programs designed to help farmers learn the best farming practices. This creates positive results for the farming community and as a result, we are able to deliver high-quality vanilla products to our customers, consistently.

Our newest product, Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract is gaining popularity with consumers. It not only offers outstanding sweet, creamy flavor using high-quality organic ingredients, but is also certified by Fairtrade Canada, an internationally recognized non-profit Fairtrade certification organization and member of Fairtrade International. Fairtrade Certified Pure Vanilla ensures small-scale farmers in developing countries receive a fair price and use sustainable farming practices, which in return, stabilizes vanilla producing communities and protects the environment.



Poaching and Steaming Tips



As diets get healthier and consumers reach for more nutritious options, poaching and steaming are, well, gaining steam! According to Sterling Rice Group, a top marketing firm, poaching and steaming will rule in 2014. Use some of our tips for creating flavorful dishes using these better-for-you cooking methods.

Tips:

- Add Nielsen-Massey Pure Lemon Extract to steaming liquid for fresh spring veggies, such as asparagus, for a subtle lemon scent.
- Madagascar Bourbon Pure Vanilla Beans can be added to poaching liquid for healthy and delicious salmon.
- Want a lighter dessert? Try poaching pears with Pure Almond Extract, wine, citrus and small amount of sugar.

Upcoming Trade Shows

Summer Fancy Food Show
June 29 - July 1
New York, NY

ACF National Convention
July 25 - 29
Kansas City, MO

Pastry Live
August 24 - 26
Atlanta, GA

Like us on Facebook
[NielsenMasseyVanillas](#)

@NielsenMassey



1550 SHIELDS DRIVE
WAUKEGAN, IL 60085 USA
800.525.PURE (7873)
APOLLOWEG 8
8938 AT LEEUWARDEN | NEDERLAND
31-(0)58-28-82-880

WWW.NIELSENMASSEY.COM

Employee Profile: David Brown



David Brown

- David has worked for Nielsen-Massey for the past 6 years at Waukegan's warehouse facility.
- Some of his responsibilities include loading and unloading trucks, grinding beans, wrapping pallets and assisting wherever needed.
- David is a certified forklift driver and is certified for hazmat training.
- His favorite Nielsen-Massey flavor is Pure Peppermint Extract. His favorite dessert is chocolate silk pie.
- In his freetime, David enjoys baseball, football, volleyball and video games. He is also a diehard Chicago Cubs fan.
- David currently resides in North Chicago, Illinois.

Chefs Showcase: Maura Metheny

At Nielsen-Massey, we are best-loved for our vanilla, but even we can't resist chocolate! So we took some time to talk to Pastry Chef and Chocolatier, Maura Metheny, who shared a bit about herself for this issue of the *Vanilla Vine*.

Creating 35,000 chocolate pieces on a daily basis.

Maura Metheny is the Chef Chocolatier/Head of Design and Innovation at Norman Love Confections, a well-known chocolate shop with locations in Fort Myers and Naples, Florida. Norman Love Confections also offers classes, wedding cakes and fine desserts. Online ordering is available on their website, normanloveconfections.com.



Chef Maura Metheny

A typical day on the job for Chef Metheny is a combination of project management, creative design and experimentation. She works closely with Chef Norman Love and her fellow co-workers on new and existing projects, allowing them to inspire and challenge each other each and every day. With more than 35,000 chocolate pieces being created on a daily basis, their collaboration and support is a key ingredient to getting the job done.

Chef Metheny began her journey with a degree in fine arts, which led her to her current passion in confectionary design. "The fact that a beautiful and sculptural plated dessert had to also be delicious and perfectly executed

inside and out was the challenge and draw for me to this industry; it was bringing art up another level by incorporating all the senses."

After receiving an A.A.S. in Baking and Pastry Arts from Johnson and Wales University, Chef Metheny moved to Switzerland to further study the art of pastry and chocolate making. Soon after, she took a position at The Ritz-Carlton Naples in Florida as a Pastry Cook in the Fine Dining Outlets. It was in Naples where she had the opportunity to meet Chef Norman Love and attend many international competitions and classes.

"I was able to travel all over the world to competitions and get VIP passes to see them up close. Watching the Coupe du Monde from the front row and being escorted by Chef Norman Love right in front of the

booths at the World Pastry Championship in Las Vegas while they competed – it was those experiences that raised all my expectations of what pastry and chocolate should be," said Chef Metheny.

These experiences are what prepared her for her own competitions. Chef Metheny competed in the Florida Showpiece Challenge in 2008 and 2009, receiving silver medals both years. She also received a bronze medal at the 24th Annual U.S. Pastry Competition for Pastry Chef of the Year. Chef Metheny also won the National Showpiece Competition with Chef Dan Forgey at the 2013 Pastry Live Show where they were awarded best chocolate showpiece. It was there, Chef Metheny also received second place for Chocolatier of the Year.

Along with her techniques and talents, she also credits her success to using fine ingredients, like Nielsen-Massey's Madagascar Bourbon Pure Vanilla Bean Paste and Powder. Chef Metheny explained, "I have been using Nielsen-Massey since I started in the industry, and it's all we use at my job now."

Tips from Chef Metheny

- ✓ Madagascar Bourbon Pure Vanilla Powder is a great addition to hot sipping chocolate.
- ✓ Use Madagascar Bourbon Pure Vanilla Bean Paste for dishes that require the texture of vanilla seeds.
- ✓ Try a variety of beans before deciding on one for a ganache. Just like cocoa, the natural flavors of the beans differ with the origin, and each bean variety has its own wonderful flavor profile.



2013 Pastry Live Showpiece created by Chef Maura Metheny and Chef Dan Forgey

Gluten-Free Hotcakes with Maple Orange Syrup



Makes about 1 dozen

Maple Orange Syrup

- 1 cup pure maple syrup
- 1 teaspoon Nielsen-Massey Tahitian Pure Vanilla Extract
- 1/8 teaspoon Nielsen-Massey Pure Orange Extract

Hotcakes

- 1 cup brown rice flour
- 1/2 cup finely ground tapioca flour
- 1/2 cup finely ground almond meal flour

- 1/4 cup sugar
- 2 teaspoons baking powder
- 1/2 teaspoon baking soda
- 1/2 teaspoon ground cinnamon
- 1/2 teaspoon salt
- 1 teaspoon Nielsen-Massey Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract
- 2 tablespoons butter, melted
- 2 eggs, lightly beaten
- 1 cup low-fat buttermilk

For maple orange syrup, in a glass measuring cup, combine maple syrup, vanilla and orange extracts. Pour into a syrup dispenser; set aside. For hotcakes, in a large bowl, add flours, sugar, baking powder, baking soda, cinnamon and salt; stir to combine. Add vanilla extract, butter, eggs and buttermilk; stir to combine. Then lightly coat a griddle with cooking spray and heat to 350°F. Pour batter, about 1/4 cup per hotcake, onto griddle and cook until done, about 2-3 minutes per each side.



Homebrewing at its Best!

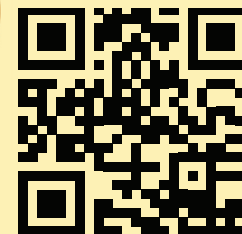
Nielsen-Massey's Local Competition

This past fall, Nielsen-Massey Vanillas partnered with CHAOS Brew Club of Chicago to challenge local home brewers to create an original brew. We received numerous entries from Chicagoland beer-enthusiasts who creatively used Nielsen-Massey's exceptional flavors and vanillas. These

signature brews were scored by 18 judges on December 7, 2013, at Derby Bar & Grill in Chicago, Illinois.

The beer awarded best in show in the vanilla category was "Batch 48 Baltic Porter," which used Tahitian Pure Vanilla Extract and was prepared and submitted by Brad Pausha of Chicago. "Return of Stoopid," was named best in show in the flavor category, which featured Orange Blossom Water and was prepared by Bob Brown of Chicago.

Entries and enthusiasm far exceeded our expectations and we would like to thank everyone who participated in the challenge!



Scan the QR Code to view the Homebrew Challenge video or visit www.youtube.com/user/NielsenMassey

In 1978, homebrewing was made federally legal in the U.S. more than 1.2mil homebrewers in the U.S.

Beer Facts & Stats

SOUR BEERS predicted to be the next big thing in 2014

2,483 craft breweries operating in the US as of June 2013

"MICRO BREWERY" originated in the UK in the late 1970's

1 barrel = 31 U.S. Gallons

Infographic Source: beeradvocate.com, en.wikipedia.org, brewersassociation.org