

# Vanilla vine



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

## Kirk Trofholz Leads Nielsen-Massey as CEO

Kirk Trofholz joined Nielsen-Massey as Chief Executive Officer in March. Kirk brings extensive expertise and experience across the food industry, built over three decades in executive leadership at a variety of companies. Prior to joining Nielsen-Massey, Kirk was President, US Bakery Products at Dawn Food Products. Before that he was President and CEO of Barilla North America and, earlier in his career, he spent more than two decades at Procter & Gamble.

*“I am looking forward to sharing my ideas about what the future looks like for Nielsen-Massey and working alongside the company’s outstanding team.”*

Along with Kirk’s appointment, and consistent with Nielsen-Massey’s heritage as a 110-year-old family-owned and operated company, the company has also announced that Craig, Matt and Beth Nielsen will continue overseeing key functional areas, including:

- Craig Nielsen, Vice President of Sustainability
- Matt Nielsen, Vice President of Operations and
- Beth Nielsen, Vice President of Culinary

The decision to bring on an outside CEO is consistent with Nielsen-Massey’s business objective to advance its position as the world’s leading supplier of fine quality pure vanilla and flavor extracts. Kirk will

lead the company’s ambitious plans to accelerate growth and sustainability, while preserving its legacy as a 110-year-old family-owned business.

Already during his brief tenure with the company, Kirk has proven that his extensive experience in the food industry, as

well as his career across both large public companies and successful family companies, makes him the ideal leader for Nielsen-Massey and a valuable addition to the senior leadership team.

“I am pleased to lead Nielsen-Massey,” says Trofholz.

“We see tremendous opportunities to leverage the exceptional Nielsen-Massey brand and 110-year track record of success to advance our global growth strategy. I am enjoying working alongside the company’s outstanding leadership team to realize our collective vision for the future of this great organization.”

Kirk takes the helm during a period of significant change and volatility in the global vanilla sector. The entire supply chain is struggling with record high prices tied to skyrocketing demand for pure and all-natural food ingredients, the devastation caused by Cyclone Enawo in Madagascar and the growing use of practices in harvesting, curing and processing vanilla beans that can produce an inferior quality product. Kirk’s leadership experience, expertise and vision are already proving invaluable in helping Nielsen-Massey navigate the complex global environment and in helping to inspire the company’s future strategies for growth.

Kirk and his wife have four adult children, and the family has recently relocated to Lake Bluff, Illinois. He is an avid sports fan and golfer, enjoys rock and roll and is closely involved in Special Olympics. Kirk has already become a strong addition to the Nielsen-Massey family.



Kirk Trofholz, CEO of Nielsen-Massey



*Celebrating 110 Years of Flavor,  
From Our Family to Yours*

# Chefs Showcase: Chad Anthony Durkin



Chef Chad Anthony Durkin

Philadelphia chef Chad Anthony Durkin has enjoyed sweet success in his career. He has won national and international competitions, and even participated in the IKA "Culinary Olympics" where he acted as a member of the American Culinary Federation's Culinary Team USA in the youth division. In addition to that great honor, Chef Durkin was also featured on TLC's *Cake Boss* and *The Next Great Baker* as well as the Food Network's *Sweet Genius* and the *Food Network Challenge*.



Chef Durkin knew from an early age that he had a real talent for baking. While in pastry school, fellow students sought him out for advice. "I had no fear," he states, "and I questioned everything. People gravitated to that."

That outgoing curiosity paid off, as he was selected to be on the Culinary Youth Team at the prestigious IKA competition. "Having the honor of competing and representing the USA as a member of the 2004 Culinary

Olympic Youth Team in Erfurt, Germany, was life-changing," said Chef Durkin. "That experience was truly the point where my career changed and opportunities started coming."

Today, Chef Durkin is the owner of CAD Culinary Consulting, Inc. offering operations management, menu development, management training and research and development for a broad spectrum of clients including Carlo's Bakery, Kermit's Bake Shoppe and Georges Perrier Catering, among others. His work at Carlo's Bakery has been featured on TLC's *Cake Boss*, and, though appearing on TV was never one of his goals, the experience has been extremely valuable for him. "Working with Carlo's Bakery and Buddy Valastro has been nothing but a great education and overall wonderful work environment for me. It is amazing to see such a dedicated family that works so closely together, spends personal time with each other, critiques each section of their work together and still remains productive and continues to grow."

Nowadays, inspiration for the chef comes from Middle Eastern and African flavors and spices in pastry, and the increased focus on sustainable kitchens. "I feel the broader and more out-of-the-box we make ideas, the more accepting and influenced new foods will become over time. Another trend I love seeing is the full utilization of produce or natural products in general. We have so many beautiful things on this planet that are overlooked or wasted. Next time you have apple peels or seeds, ask yourself: could I utilize this, compost it or repurpose it?"

When it comes to vanilla, Chef Durkin has a favorite: Nielsen-Massey's Madagascar Bourbon Pure Vanilla Bean Paste, which is offered in a variety of sizes. "It has all the flavor of vanilla extract Nielsen-Massey is best known for, plus the visual appeal of the seeds. In large manufacturing of pastries and baked goods, the usage is easy and the result offers superior quality."

Find Chef Durkin online at [CADCulinary.com](http://CADCulinary.com) and [CarlosBakery.com](http://CarlosBakery.com), and on Twitter at [@ChefChad7](https://twitter.com/ChefChad7) and [@CarlosBakery](https://twitter.com/CarlosBakery).



## Orange Blossom Blast

Makes 1 Drink

*Bursting with fresh citrus, tequila and the floral flavor of Nielsen-Massey Orange Blossom Water, this refreshing cocktail offers a blast of sweet summer flavor.*

### Ingredients

- 1 ounce Tequila
- ½ ounce Orange liqueur
- 1 ounce Freshly squeezed orange juice (may substitute with pulp-free orange juice)
- ½ ounce Freshly squeezed lemon juice
- 1 teaspoon Light agave syrup (nectar)
- ½ teaspoon Nielsen-Massey Orange Blossom Water
- 2 ounces Club soda
- Fresh orange wedge for garnish

### Directions

Fill a glass with ice. Add tequila, orange liqueur, orange and lemon juices, agave syrup, orange blossom water and club soda. Stir and garnish with a fresh orange wedge.



## Strengthening Vanilla Through Sustainability

*Nielsen-Massey supports Madagascar relief initiatives in wake of Cyclone Enawo; advances long-term sustainability initiatives to strengthen the vanilla growing sector*

The recent damage caused by Cyclone Enawo to the vanilla growing regions of Madagascar has only compounded the sense of precariousness within the global vanilla market and the difficult situation on the ground for farmers and their families.

The source of about 80 percent of the world's vanilla production, Madagascar is among the top 10 countries in the world especially vulnerable to natural disasters. The island had just experienced three consecutive years of drought and poor harvests in its southern region and, now, the effects of Enawo have created a need for food, water, shelter and medical services across the entire country.

Consistent with our commitment to the global vanilla industry and to the sustainability of the sector in Madagascar, both Nielsen-Massey Vanillas and the Nielsen-Massey Foundation have donated to a recovery program launched by the Sustainable Vanilla Initiative (SVI) and administered in Madagascar by CARE International.

The relief program will target as many as 5,000 households in the Antalaha vanilla-growing areas that have been severely impacted by the storm, offering food and cash crop seeds, agricultural

extension and tools and support to replant vanilla vines. To learn more about this relief effort or to make a donation, please visit [www.care.org/CycloneEnawoRelief](http://www.care.org/CycloneEnawoRelief).

Longer-term, Nielsen-Massey continues to play an important role in building a more stable and sustainable global vanilla market. Skyrocketing consumer demand and limited supplies have translated into record high prices. With so much money on the line up and down the supply chain, poor practices for harvesting, curing and processing beans have driven down quality.

As an active member of the SVI, Nielsen-Massey participated in meetings last month with the Malagasy Minister of Economy, Commerce & Industry, along with major growers and exporter associations and regional and community-based leaders. Discussions centered on the critical need to strengthen sustainability in the natural vanilla bean market, and specifically to promote quality, traceability and transparency among growers and collectors as part of that initiative. Ways to improve the livelihood of farmers and address concerns about child labor were also discussed.

As these new initiatives begin to take root, Nielsen-Massey is committed to building a stronger and more sustainable vanilla industry that can meet the world's increasing appetite for products flavored with pure and natural vanilla.

# Rose Water's Popularity is on the Rise

With the rising interest in exploring global gastronomies, Rose Water is one flavor experiencing a growth in popularity. "Rose Water has long been used by chefs the world over," said Beth Nielsen, Vice President of Culinary. "As American consumers become more familiar with and interested in Middle Eastern and Mediterranean dishes, we have begun to see an increased demand for Rose Water in U.S. restaurants and bakeries, whether it be to flavor a traditional baklava or add depth to macarons." Check out the insights and tips below for using this global flavor in products suited to an American palate.

According to industry market research firm Datassential, Rose Water has seen a 60.6 percent growth in use on restaurant menus since 2005.

Rose Water is a sweet and fragrant steam distillate of rose petals. It features floral notes perfect for Middle Eastern, Indian and Greek cuisines.

Rose Water pairs well with:

- Fruit - Apple, Lemon, Mango, Melons, Strawberry
- Vegetable/Starch - Couscous, Cucumber, Rice
- Protein - Duck
- Mixology - Gin, Rum, Vodka



Add a unique twist to your favorite vanilla pudding, pancake or whipped cream recipes using these Rose Water flavor blends.

*To taste, dilute the extract in water (1 ounce water per ¼ teaspoon extract) and begin to create!*

**Crepe Suzette**  
1 Part Rose Water to  
2 Parts Orange Blossom Water to  
2 Parts Vanilla Extract

**Turkish Delight**  
1 Part Almond Extract to  
1 Part Rose Water to  
1 Part Vanilla Extract

For recipes using Rose Water  
Visit: [NielsenMassey.com/Recipes/RoseWater](http://NielsenMassey.com/Recipes/RoseWater)

## Upcoming Trade Shows and Events

**Lisa Mansour's NY Cake Show**  
June 10-11  
New York, NY

**Summer Fancy Food Show**  
June 25-27  
New York, NY

**ACF National Convention and Show**  
July 9-13  
Orlando, FL

**Natural Products Expo East**  
Sept. 14-16  
Baltimore, MD

**Oklahoma State Sugar Art Show**  
Sept. 30-Oct. 1  
Tulsa, OK

## Employee Profile: Zach Burton



If you want to get to know Zach better, feel free to email him at [ZachB@NielsenMassey.com](mailto:ZachB@NielsenMassey.com).

- Zach has been with Nielsen-Massey since December 2015 and currently works at the Waukegan facility as an Outside Sales Support Assistant.
- He is responsible for providing support to sales managers and independent sales representatives, and he is responsible for tradeshow logistics.
- His favorite Nielsen-Massey product is Tahitian Pure Vanilla Extract, and his go-to dessert is strawberry cheesecake (well, really anything strawberry).
- Zach resides in Kenosha, WI, where he enjoys golfing, fishing and spending time with his wife and daughter.



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