

Behind the Bean



Brian O'Laughlin

Meet Brian O'Laughlin, plant engineer for Nielsen-Massey Vanillas' Waukegan facility. Although Brian has only been a part of Nielsen-Massey Vanillas for five months, he is no stranger to the food industry which he

has been involved in for five years. His hard work and ability to handle multiple tasks has made him a valuable asset to the Nielsen-Massey team. Brian is responsible for documentation, organization, trouble shooting, research in purchasing new equip-

ment, and maintaining supplies for the plants inventory and production. He also maintains ISO and AIB expatiations.

Brian's educational background includes engineering, automation, sales and communication—an impressive resume to say the least. This task master likes keeping busy outside the workplace as well. He enjoys working out, reading, traveling and assisting the elderly in free repairs through the church. Brian is a resident of Wheeling, Illinois.

Brian's favorite saying is, "There is no better time than the present . . . do it." This philosophy has served him well in his current position. Nielsen-Massey Vanillas is proud to have Brian as part of their workforce.

Industrial Products in Focus

Before they ever ventured into the retail market, Nielsen-Massey was known to the commercial trade as the premium provider of quality vanilla. Today, that commitment to providing top quality products to commercial bakers has developed into committing to fair trade and sustainable manufacturing practices for their producers in developing countries.

Nielsen-Massey strives to provide their suppliers with fair contracts and encourage organic farming practices, sustainable growth and harvesting. Since so much of the vanilla cultivation process is hands-on, these vanilla growers are a vital part of Nielsen-Massey's commitment to the environment, their people and their products. We are dedicated to their well being. ❖



Here's to Your Health: Allergies and Clean Labels

Allergies and their growing impact on individuals continues to make headlines. Celiac disease—the inability to digest gluten, nut and dairy allergies, and others are being diagnosed at ever increasing rates. According to The Food Allergy & Anaphylaxis Network, "more than 12 million Americans have food allergies," with that in mind, all Nielsen-Massey Vanillas are made of only the purest ingredients, and are also gluten-free.

Consumer's are asking for "clean" labels free from artificial sweeteners, preservatives or colors. Regardless of the slow economy, consumers who buy natural and organic products are continuing to do so according to a Mintel market research report.

Nearly 40% of shoppers said they have not discontinued their purchase of organic products. Nielsen-Massey makes Organic Madagascar Bourbon Pure Vanilla Extract to serve those who just want to keep it natural. ❖



You can find the gluten-free trademark on Nielsen-Massey Vanilla products.

Where to Find Us . . .

Upcoming Shows and Events

Winter Fancy Food
San Francisco, CA
January 16-18, 2011
Booth #1163

Great Lakes Ice Cream and Fast Food
Association Trade Show and Convention
Lansing, MI
February 3-5, 2011
Booth #312

Bio-Fach
Nuremberg, Germany
February 16-19, 2011
Booth #2-101

Research Chefs Association
Atlanta, GA
March 2-5, 2011
Booth #216

Natural Products Expo West
Anaheim, CA
March 11-13, 2011
Booth #4473

Did You See?

NIELSEN-MASSEY IN THE NEWS!

Did you see us in the latest editions of *Saveur* and *Food Arts* magazines? And Nielsen-Massey has hit the airwaves once again! Both Fox News and ABC have done feature articles on the art and science of vanilla! To view full articles, visit our news desk at www.nielsenmassey.com.



Superb
menus
start with
the finest
ingredients



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Issue 3 2010

NielsenMassey.com

12/10

Vanilla Vine

Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

Nielsen-Massey and Holiday Baking . . . Perfection!

Baking holiday treats is the ultimate challenge for both the commercial baker and the home chef. Holiday baked goods are often the focus of gift giving and family celebrations. Bakers, therefore are particularly choosy about the type of ingredients they use for these special treats.

As the staple flavoring of many baked goods, vanilla should be chosen with quality in mind. Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract provides the perfect overall flavoring to compliment many bakery products. Potent enough to stand up to oven temperatures and mellow enough to perfectly enhance delicate meringues and macaroons. Madagascar Bourbon Pure Vanilla Extract is the number one choice of commercial bakers and is an ideal vanilla for home bakers.

For those who want to expand their vanilla repertoire, Mexican Pure Vanilla Extract enhances the traditional holiday spice profile of cinnamon, clove and chocolate. Traditional fruit trifles, puddings, and creams are perfectly enhanced with Tahitian Pure Vanilla Extract. Let the experts at Nielsen-Massey help you choose the right flavor profile for your specialty items.

It's not only vanilla that can grace the holiday baker's pantry. Nielsen-Massey Pure Almond Extract, made from the finest almonds available, and carefully extracted in an alcohol base, is the perfect enhancement to coffee cakes, panettone, almond fillings and cookies. The traditional Scandinavian treat Sandbakelser is tradi-



tionally flavored with almond extract, as are Almond Wreaths and Spritz cookies. Marzipan, the almond paste used to mold intricate motifs and designs, benefits from the addition of almond extract for a flavor boost. Used in conjunction with Pure Vanilla Extract from Nielsen-Massey, Pure Almond Extract provides a complex, rich, and unique flavor to pastries, biscuits, muffins, fruit cakes and traditional specialties.

Pure Lemon Extract from Nielsen-Massey flawlessly enhances baked items such as lemon pie, lemon squares, and our own Lemon Pistachio Biscotti, developed

by Todd Eller (see page 3 for recipe). These tasty treats are perfect for holiday gift giving . . . if you can bear to part with them!

Vanilla naturally pairs well with chocolate, coffee and alcohol flavors. Enhance rum or brandy balls, or even speciality drinks like Kahlúa and cream. For a real holiday treat, add 1/8 teaspoon of Nielsen-Massey Pure Peppermint Extract to your favorite cup of espresso and top with whipped cream. The addition of peppermint makes it extra special.

Vanilla also adds a warming and rich touch to Crème Brûlée French Toast, perfect for a holiday breakfast or brunch. (This recipe is available in our cookbook, "A Century of Flavor" and on our website at www.nielsenmassey.com.) ❖



Did
You
Know?

Champagne and
strawberries are so 2010!

Toast in the New Year with a glass of bubbly enhanced with a natural vanilla bean pod from Nielsen-Massey!

Elegant and rustic, it lends a not-too-sweet enhancement to champagne, cava or prosecco.

Nielsen-Massey Vanilla . . .
It's the new way to say Cheers!

From the Chef's Kitchen: Kelly Rudnicki

Allergy-free foods are one of this year's most popular trends. Now more than ever, gluten-free, dairy-free, peanut-free and other allergy-free foods are appearing on our supermarket shelves. How do we make these allergy-friendly foods taste just as delicious as their original counterpart? The Food Allergy Mama (Kelly) has the answers.

When this mother of four discovered her second child John, had severe food allergies, she wasn't going to sit on the sidelines and let him miss out on all the tasty treats this world has to offer. She was going to do something about it! She states in her blog, "It has become my life's purpose to raise awareness and increase funding for food allergy research." A self proclaimed "sweet treat snob," The Food Allergy Mama claims to "only eat treats that are delicious and decadent."

Determined to learn all of Kelly's baking secrets, we had to know, how did she become *The Food Allergy Mama*? "It has taken several years of baking allergen-free to really get the knack of what works and what doesn't." She goes on to say, "My biggest challenge in all my baking is creating a finished product that tastes as close to the real deal as possible."

What helps The Food Allergy Mama create the "real deal?" Nielsen-Massey

Vanilla of course! Kelly says she's been using Nielsen-Massey Vanillas for as long as she can remember. She says "I love the extract and use it exclusively in all my allergen-free baking. There is no substitute and the quality in flavor is unmatched. I always tell my readers it is so important to

Kelly Rudnicki, The Food Allergy Mama



use the highest quality vanilla, because it truly makes a difference in baked goods."

What originally began with a blog has now developed into a successful baking book along with an incredible fan following. When discussing her success,

Kelly says it has been a wonderful surprise! "I'm so grateful for my readers and have truly enjoyed getting to know them. I love hearing their heartfelt stories about how my recipes have changed their families' lives."

How does Kelly develop these countless tasty creations? She explains, "I am always inspired by my mother's old cookbooks," she says. "But I also love to see new recipes in a book or magazine and wonder, 'how can I make that allergen-free and delicious?'"

She does have a favorite baking tip to share. "Besides using the highest quality vanilla like Nielsen-Massey, my other favorite tip is to have fun in the kitchen and embrace your mistakes and failures. They will ultimately lead to delicious success!"

With so many vanilla options available, we wondered what made this "sweet treat snob" choose Nielsen-Massey Vanillas.

"The vanilla has such a depth and richness in flavor."

I've tried every vanilla on the market and they smell and taste cheap. I won't even bake if I run out of Nielsen-Massey Vanilla. I'll just wait until I can replenish my stock!"

When asked to describe Nielsen-Massey Vanillas in one word, The Food Allergy Mama replied, "Perfection." ❖

Dairy, Egg and Nut Free Gingersnaps

Makes 2 dozen

Ingredients

- ¾ cup dairy free vegetable shortening
- 1 cup firmly packed, light brown sugar
- ¼ cup unsweetened applesauce
- ¼ cup molasses
- 1 teaspoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract
- 2 ¼ cups unbleached all-purpose flour
- 2 teaspoons baking soda
- ¼ teaspoon salt
- 1 tablespoon powdered ginger
- 1 teaspoon ground cinnamon
- ½ cup granulated sugar for rolling cookie balls before baking

Directions

1. Preheat oven to 350°F. Line two baking sheets with parchment paper; set aside.
2. Using a free-standing electric mixer, large bowl and paddle attachment, beat to combine shortening, brown sugar, applesauce, molasses and Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract.
3. In a separate medium bowl, whisk together flour, baking soda, salt, ginger and cinnamon. Add to shortening mixture and beat to combine.
4. Scoop dough with a small cookie scoop and place dough mounds onto prepared baking sheets.
5. Using the palms of your hands, roll each individual dough mound into a 1-inch ball.
6. Roll balls in granulated sugar and place back on baking sheets.
7. Bake until done, about 10 minutes.

Contributed by Kelly Rudnicki, The Food Allergy Mama.



Photo courtesy of The Food Allergy Mama

Lemon-Pistachio Biscotti

Makes 4 dozen

Ingredients

- 4 ½ cups flour
- 4 teaspoons baking powder
- 1 teaspoon salt
- ½ cup brandy*
- 1 ½ teaspoons Nielsen-Massey Pure Lemon Extract
- 2 cups sugar
- 1 cup (2 sticks) unsalted butter, softened
- 4 eggs
- 1 cup shelled pistachios, coarsely chopped and toasted
- 2 tablespoons finely grated lemon zest (about 1 lemon)

Directions

Preheat the oven to 350°. Line 2 large baking sheets with foil or Silpat® nonstick baking sheets. In a large bowl, combine the flour, baking powder, and salt and mix well. In a small bowl, combine the brandy and lemon extract and mix well. In a large bowl using an electric mixer, beat the sugar and butter until fluffy. Add the eggs, 1 at a time beating well after each addition. Add the flour mixture alternately with the brandy mixture, beginning and ending with the flour mixture and mixing well after each addition. Add the pistachios and lemon zest, mix well.

Divide the dough into 4 equal portions. Drop spoonfuls of dough from one portion across a baking sheet to form a 2-inch wide line with a length of 13 inches. Repeat with the remaining dough portions. Shape the dough lines into smooth dough logs. Bake for 35-40 minutes or until golden brown and firm to the touch. Remove from the oven and cool on the baking sheets on wire racks.

Reduce the oven temperature to 300°. Move the logs to a cutting board. Cut on the diagonal into ¾-inch slices. Arrange the slices on the baking sheets, cut sides down. Bake for 20-30 minutes or until dry and slightly browned, turning after 10 minutes. Biscotti can be made two weeks in advance and stored in an airtight container at room temperature.

*You may substitute ¼ cup Limoncello for the brandy to produce a much sweeter cookie.

Contributed by Todd Eller, Thank you, Todd, from the Nielsen Family



Retailers Get Set For Spring

Although for most of us it's the holiday season, for retailers, it's time to start thinking spring, and about giving their customers the fresh ideas they will need after a long cold winter. This year, why not tempt their romantic side with a Vanilla

your patrons. Try flavoring chocolate with various vanillas from Nielsen-Massey. Try Madagascar Bourbon Pure Vanilla Extract with milk chocolate, Mexican Pure Vanilla Extract with dark chocolate and cinnamon, and Tahitian Pure Vanilla Extract with white chocolate.

Once the chill of February has given way to the softer days of March, show your clients how nicely Nielsen-Massey Flavorings can enhance their spring baking. Pure Orange and Lemon Extracts, for instance bring fresh, light flavors to muffins and cakes. Or pair a rich chocolate brownie



A spring time collection of Nielsen-Massey Pure Flavored Extracts.

Valentine? Start by featuring Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract in a table top display with candy molds, cupcake pans and sprinkles. And, even though chocolate is synonymous with Valentine's Day, it's vanilla that gives chocolate its special richness and character. Offer a chocolate and vanilla tasting for

with a refreshing orange cream icing. And nothing says spring like a delicate rose-scented wafer flavored with Nielsen-Massey Rose Water. Perfect for spring celebrations, showers and weddings, the sweet and floral Rose Water is also a favorite in Middle Eastern and Indian cooking. ❖

