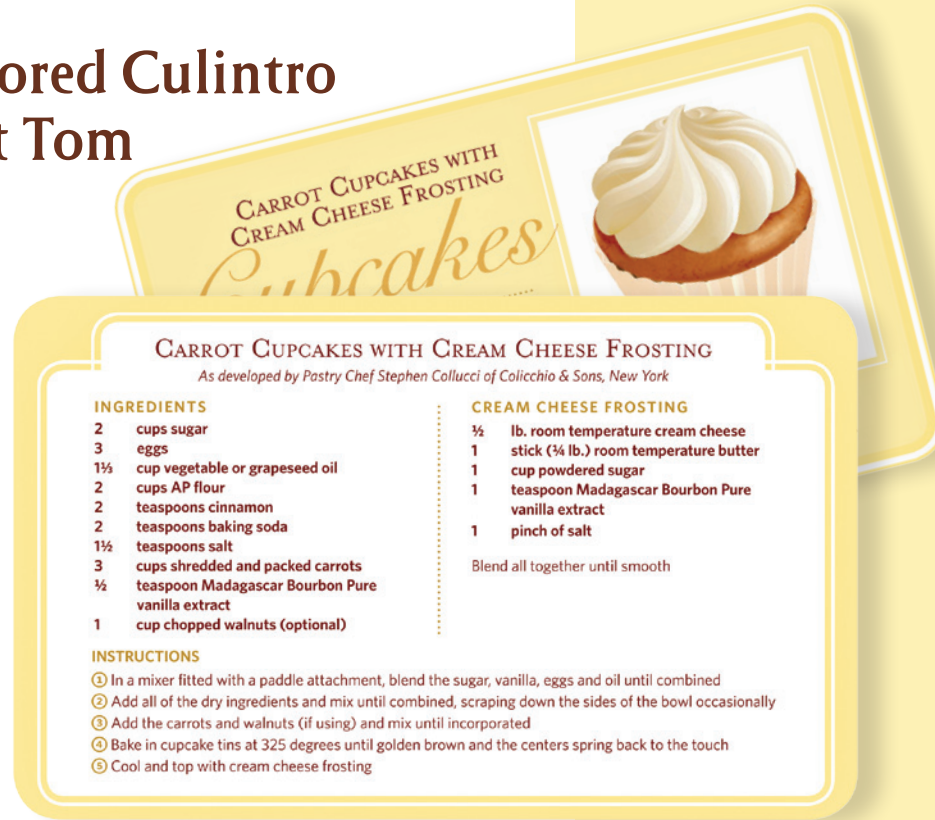


Nielsen-Massey Sponsored Culintro Culinary Trade Event at Tom Colicchio's Restaurant

Nielsen-Massey was pleased to be a sponsor at a Culintro's Late Night Series event at Colicchio & Sons in New York City. This event took place April 25, 2012, and brought together chefs, cooks, restaurateurs and other professionals for networking and conversation.

The dessert station featured miniature gourmet cupcakes that were inspired by Nielsen-Massey Vanillas and Flavor Products. The selection of cupcakes included indulgent favorites like Red Velvet Cake with Vanilla Frosting and Carrot Cake with Cream Cheese Frosting, as well as contemporary confections like Banana Chocolate Chip with Coffee Frosting, Vanilla Cupcake with Lemon Poppy, and Devil's Food Pistachio.



CARROT CUPCAKES WITH CREAM CHEESE FROSTING
As developed by Pastry Chef Stephen Colucci of Colicchio & Sons, New York

INGREDIENTS

2	cups sugar
3	eggs
1½	cup vegetable or grapeseed oil
2	cups AP flour
2	teaspoons cinnamon
2	teaspoons baking soda
1½	teaspoons salt
3	cups shredded and packed carrots
½	teaspoon Madagascar Bourbon Pure vanilla extract
1	cup chopped walnuts (optional)

INSTRUCTIONS

- ① In a mixer fitted with a paddle attachment, blend the sugar, vanilla, eggs and oil until combined
- ② Add all of the dry ingredients and mix until combined, scraping down the sides of the bowl occasionally
- ③ Add the carrots and walnuts (if using) and mix until incorporated
- ④ Bake in cupcake tins at 325 degrees until golden brown and the centers spring back to the touch
- ⑤ Cool and top with cream cheese frosting

CREAM CHEESE FROSTING

½	lb. room temperature cream cheese
1	stick (¼ lb.) room temperature butter
1	cup powdered sugar
1	teaspoon Madagascar Bourbon Pure vanilla extract
1	pinch of salt

Blend all together until smooth

Issue 1, 2012



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

Vanilla vine

Nielsen-Massey Construction Update

Nielsen-Massey Vanillas is excited to announce that we are nearing completion of our plant expansion construction.

The plant has grown by nearly 30,000 square feet allowing for a large 24,000 square foot warehouse and production space, facilitating more efficient production and packaging and also allocating more room for storing product.

The plant expansion has also allowed the company to increase office space and to install a new state-of-the-art test kitchen. Nielsen-Massey plans to use this kitchen for recipe development and testing, as well as inviting culinary professionals and students to view demonstrations and to take classes. Along with using this space for company events, Nielsen-Massey hopes the kitchen may be made available to other companies for new product development and

testing. While the improved facility is beginning to be utilized already, company growth was also taken into consideration when Nielsen-Massey underwent this transformation.

The facility expansion was designed with the opportunity for progress in mind, and will serve to nurture our company's future endeavors. The space will also aid our business in continuing to provide our customers with the products and paramount service that they have come to expect. With a tradition in excellence for three generations, Nielsen-Massey Vanillas plans to remain a leader in the industry for years to come.



Catch Nielsen-Massey Vanillas at the Summer Fancy Food Show!

Nielsen-Massey looks forward to seeing you at the Summer Fancy Food Show, June 17-19, 2012, at the Walter E. Washington Convention Center in Washington, D.C.

At the event, the company will be highlighting premium Flavor Extracts, including popular Almond Extract, for foodservice. Nielsen-Massey will also be showcasing the rest of its diverse line of products, including varieties of Vanilla Extracts, Vanilla Powder, Vanilla Paste, Vanilla Sugar, Organic Vanilla and Vanilla Beans.

With fine quality options available for foodservice, manufacturing and retail professionals, Nielsen-Massey offers products that are also favorites of consumers. We invite you to learn more about our company and products by visiting us at booth #730 at the Summer Fancy Food Show, or by visiting our website at www.nielsenmassey.com.



Upcoming Trade Shows

Summer Fancy Food Show
June 17-19
Washington, DC
Booth #730

All Things Baking
September 9-11
Houston, TX
Booth #128

NICRA
November 7-10
Greenville, SC

PLMA
November 11-13
Chicago, IL

Employee Profile: Jesus A. Montoya



Jesus A Montoya

- Jesus has been a Production Manager at Nielsen-Massey for 8 months.
- Some of his responsibilities include scheduling production based on inventory and sales, and assigning employees to different areas based on production needs.
- His professional experience includes having worked over 20 years in manufacturing at various levels.
- Jesus is married, has two sons and resides in Volo, IL.
- In his free time he enjoys classic rock and Latin music, and watching historical TV shows and wild life documentaries.
- Jesus' favorite Nielsen-Massey product is Madagascar Bourbon Vanilla Extract.
- Desserts he craves include ice cream, key lime pie and marble cake with buttercream frosting.



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6/12

Did you see

- Our new website
- NMV on WGN-TV on March 26th
- NMV was a sponsor of the Makes-Me-Wanna Shout chocolate layer cake baking challenge at Eatonville Restaurant on April 24th

Chefs Showcase: Chef Ebow Dadzie

In 2006 he built the world's tallest sugar sky scraper at a Food Network competition. In 2007 he was named Pastry Chef of the Year. He was most recently awarded the Most Influential Pastry Chef by the Black Culinary Association. He is... the most interesting pastry chef in the world. Well we think so anyway, and most would agree that he is certainly one of the most talented!



From left to right: Chef Anthony Smith, Beth Nielsen, Chef Ebow Dadzie

Originally from the Caribbean, and raised in Brooklyn, New York, Chef Ebow Dadzie attributes his passion for the culinary arts to being brought up in his grandmother's kitchen and describes his affinity for all things culinary as second nature. Dadzie fine-tuned his skills at New York City College

of Technology, from which he graduated in 2003 with a bachelor's degree in hospitality and management, with a minor in pastry and confectionary arts. Today he works as the Assistant Pastry Chef at the Marriott Marquis in New York City.

When we asked him some of the challenges that he has faced during his career, he said, "One of the biggest challenges that I had to face, was getting people to trust and support me in my field. Being an unknown, not everyone is willing to jump at the first opportunity that arises." Having come a long way from his early days in the industry, Chef Ebow has become

a highly distinguished pastry chef. We're betting most people would give him a chance today, and his beautiful, delicious pastries do all of the convincing.

Chef Ebow explained that some of his inspiration for his pastries comes from the ingredients that he uses. Dadzie said, "I try to incorporate ingredients that are not common, but work well together." He also loves Nielsen-Massey Fine Vanillas and Flavors, particularly the Tahitian Vanilla Beans, which he admits to being "an addict" for. He first discovered Nielsen-Massey Vanillas in 2008, and said that Beth Nielsen "schooled him" on Nielsen-Massey products, and that he loves to use them, especially in competitions. When Chef Ebow isn't busy baking, winning awards or decorating cakes for Everlasting Impressions, the special occasions catering business that he owns, he steps away from sweet and cooks up something savory.

Dadzie is co-owner of Folukie, a Brooklyn family-owned restaurant that serves fusion food—dishes that incorporate Trinidadian, Caribbean, West African and soul food. So how did he make the transition from the sweeter side of things to this type of fare? He said, "Well, I learned how to cook before I could bake. Cooking for me is pretty easy because of the many different cultures I grew up around. I surprise a lot of people when throwing it down on a hot line."

And if Chef Ebow wasn't busy enough, he also embraces his passion for music. He's a dancer and also DJ's on the side as a hobby. Music, he said, is his second love. The culinary field is lucky to have the guy, and we're just glad his grandma had him in the kitchen and not at a piano bench instead.

Grilling (In) Season

It's summertime and the preferred cooking method is definitely grilling! As people fire up their grills this year, they're adding some fresh ingredients.

Well into 2012, the top trends of the year are all about locally sourced goods and in-season produce, as predicted by ACF Chefs in a survey given by the National Restaurant Association. Eateries that serve hyper-local foods continue to upsurge, and in some cases the fresh produce comes right from the roof of the restaurant. And what better time than summer to throw a colorful mix of veggies on the grill!

Perfect as a summertime side dish, or main dish for vegetarian diners, some tasty grill-able summer produce includes cucumbers, peppers, zucchini and sun-ripened tomatoes. While the grill enhances vegetables with a nice smoky flavor, infused oils, marinades and rubs also add an extra dimension of flavor.



Try this Vanilla Oil recipe to add a light vanilla-flavored finish to grilled in-season vegetables!

Vanilla Oil

- ½ cup canola oil
- 1 teaspoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract

Directions:

Combine the canola oil and Vanilla Extract in a bowl and whisk to blend. Brush over grilled vegetables or fruits. Yields ½ cup.

Enjoy this ice-cold cocktail to quell the summer heat!

Fresh Escape

- juice of 2 limes (about 2 oz.)
- juice of 1 orange (about 2 oz.)
- 2 oz. coconut rum
- ½ oz. simple syrup
- 1 tsp. Nielsen-Massey Orange Blossom Water
- 4 oz. sparkling water
- 1 sprig of mint

Directions:

In a glass, add juice, rum, simple syrup and Orange Blossom Water, briefly stir. Add ice to glass and top with sparkling water. Garnish with sprig of mint. Yields 1 cocktail.



Gourmet Gifts for the Holidays

When you think of the holidays, decadent food and deserts are top of mind! During this special time of year especially, customers will want their favorite gourmet shops to be fully stocked with all their favorite flavors and premium ingredients for baking and cooking.

Take this opportunity to create stunning holiday displays featuring all of the items needed to create beautiful cut-out cookies, delicious cakes and other holiday dessert favorites. Don't forget to add classic holiday flavors, either. Nielsen-Massey Vanillas Peppermint Extract works so well with holiday treats, and the flavor inspires nostalgic memories of candy canes.

Make up gift bags to include cookie mixes and bottles of Nielsen-Massey Vanilla Extract with a spatula or holiday cookie cutter—all tied up with a bow! All your



customer has to do is add a gift tag and they have a wonderful gourmet gift ready for giving!

Our products work well in new recipes as well as old family favorites, and Nielsen-Massey Vanillas has been helping to make traditions for over 100 years. Provide your customers with the finest ingredients, and offer Nielsen-Massey Vanilla products and Flavor Extracts during this holiday season.

Nielsen-Massey Receives SQF 2000 Level 2 Certification

Nielsen-Massey is pleased to share that it has received Level 2 Certification from the Safe Quality Food (SQF) Institute at its Waukegan, Illinois plant.

SQF 2000 is a vigorous food safety system that is implemented on premise and requires that a manufacturer be audited by a licensed SQF Certification Body. This program is recognized by retailers and foodservice providers worldwide and by the Global Food Safety Initiative. Having begun the program by incorporating food safety controls at Level 1, and continuing to implement the Hazard Analysis Critical Control Points (HACCP) system, Nielsen-Massey's U.S. facility has met the SQF code requirements necessary for this certification.



Receiving SQF 2000 Level 2 certification is a testament to Nielsen-Massey employees' utmost commitment

to excellence in the areas of safety and sanitation. This certification also validates Nielsen-Massey's promise to customers to provide quality Vanilla and Flavoring products that are manufactured safely and hygienically.

Nielsen-Massey will continue to implement the SQF program at its U.S. facility, and is currently pursuing Level 3 certification from the Safe Quality Food Institute.