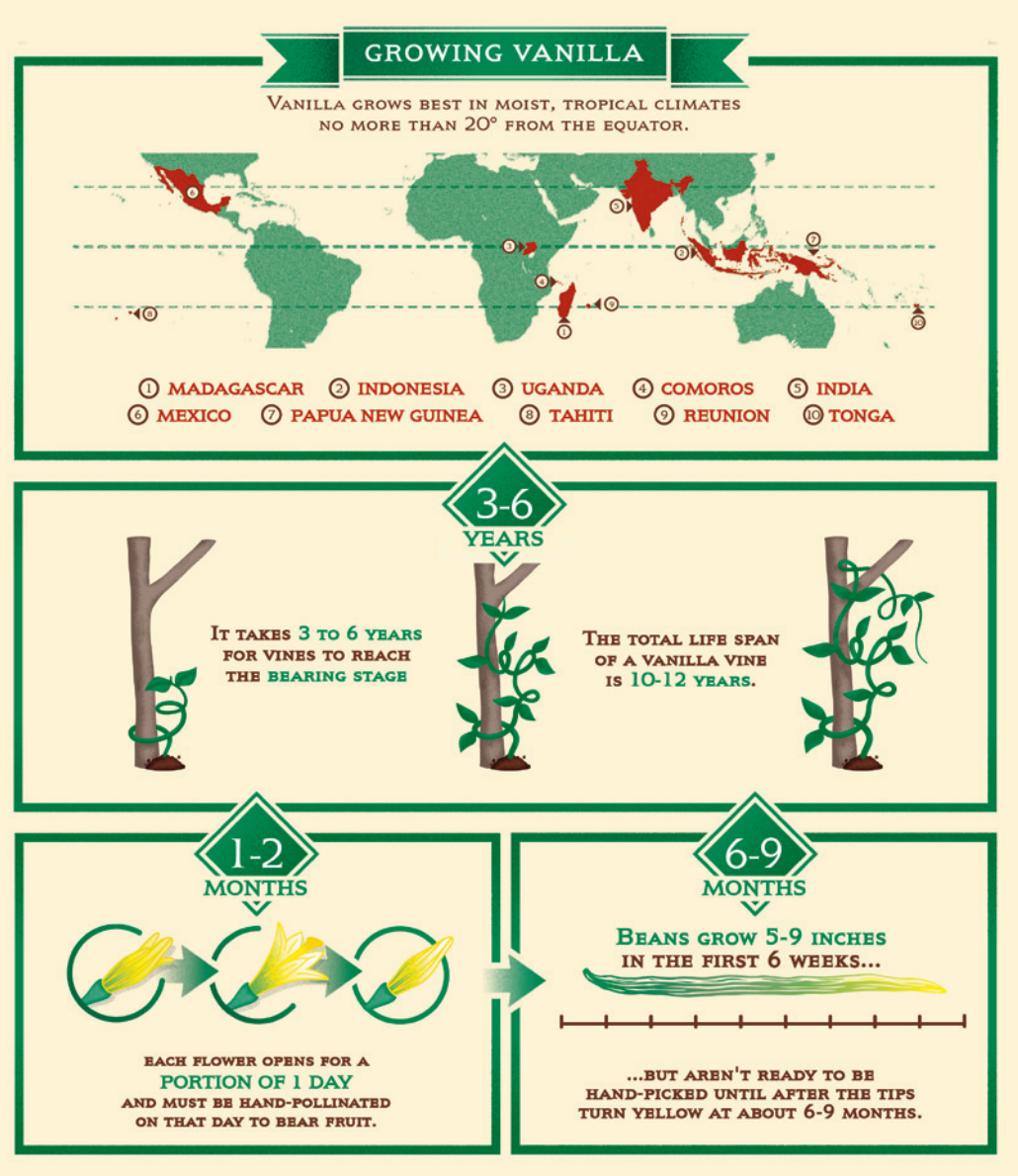


The Vanilla Growing Process

The process of growing vanilla is both a delicate and painstakingly long process making it one of the most laborious commodities to grow. Although challenging, the end result is every bit worth it. Check out the infographic below for a closer look.



Employee Profile: Jesus Aspary



- Jesus joined Nielsen-Massey 4 years ago and currently works in the Waukegan facility as a warehouse worker.
- His job responsibilities include production order entry, inventory cycle count, correcting inventory problems and reconciling stock count to computer-generated reports.
- Jesus' favorite Nielsen-Massey product is Mexican Pure Vanilla Extract, and his go-to dessert is pumpkin pie.
- Jesus enjoys photography and bike riding, and he currently resides in Waukegan, Illinois.

Holiday Closings

Nielsen-Massey's plant will be closed this holiday season on the following days:

- Nov. 24th - 25th, in observance of Thanksgiving
- Dec. 19th - Jan. 2nd, for inventory and maintenance purposes.

The last day that orders will be shipped out will be Dec. 16th. In order to ensure shipment by the 16th, please submit all orders by Dec. 13th. Orders submitted after the 13th are not guaranteed shipment by the 16th.

Upcoming Trade Shows

NICRA Convention
November 8-10
Reno, NV

Winter Fancy Food Show
January 22-24, 2017
San Francisco, CA

Natural Products Expo West
March 9-12, 2017
Anaheim, CA

Catersource
March 12-15, 2017
New Orleans, LA



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Specialty Food Hall of Fame Welcomes Chat and Camilla Nielsen



Chat and Camilla Nielsen in the 1980's

Chat Jr. and Camilla Nielsen received the great honor of being inducted into the Specialty Food Association Hall of Fame in June 2016.

The couple was lauded for their work in the flavor industry and for Camilla's work in founding The Nielsen-Massey Foundation, which assists disadvantaged children and adults with education and leadership training, focusing on jobs in the food industry.

Nielsen-Massey Vanillas (known then as Massey's) was established in 1907 as a manufacturer of aromas for the cleaning industry. Chatfield Nielsen Sr. then joined the company and focused on manufacturing vanilla extract for the food service industry, changing the name to Nielsen-Massey Vanillas.

Chatfield Nielsen Jr. (Chat) took over the company from his father in the 1970's, leading the way to Nielsen-Massey Vanillas becoming Pure Vanilla Specialists, producing the finest quality vanillas with no added flavors or colors. The company

moved its headquarters from Chicago to Waukegan, Illinois. They then started to produce their superior vanillas for the retail market, their first big customer being Chuck Williams of Williams-Sonoma. After Chat's death in 1992, Camilla Nielsen guided the company to new heights. Innovative products emerged, such as Pure Vanilla Powder, Pure Vanilla Bean Paste and Certified Organic Vanilla.

In 1995, Camilla Nielsen opened Nielsen-Massey Vanillas International B.V. in Leeuwarden, Netherlands, expanding the influence and legacy of Pure Vanilla to a global market. The success of the Netherlands plant was celebrated in 2013, when double-digit production increases demanded an expanded manufacturing facility.

In 2005, the third generation of vanilla specialists took over the family business, with Craig, Matt and Beth Nielsen at the helm. They have added to the company's offerings a new line of pure flavor extracts. These most recent additions continue to reflect the purity and quality of the original Pure Vanilla started by their parents.

Camilla Nielsen Accepting Hall of Fame Plaque on Monday, June 27, 2016



Chefs Showcase: Lisa Mansour



Lisa Mansour, an accomplished cake designer and business owner, is best known for her on-trend techniques and feminine cake designs. We had the pleasure of meeting Lisa at her shop in New York where we were able to see her amazing talent up close. Her cake designs included depth and beautiful details, making them a real sight to see. It is no wonder Lisa is recognized in the industry as a leading cake artist.

Her love for baking and cake design hits close to home. From an early age, Lisa began learning techniques from her talented mother, Joan, who also shares the same special gift for cake decorating. She credits her mother for having the greatest impact on her career. "Even today, her critiques mean the most to me," says Lisa.

"Inspiration is all around us... you often find inspiration where you least expect it."

Over the years, Lisa's love for decorating has grown. Today, she creates masterpieces stimulated by the world around her. "Inspiration is all around us," she says. "Sometimes it's something you see on the street, something you see online, something someone says to you. I take a lot of inspiration from fashion, patterns in dresses, shoes, bows, [and] jewelry. You often find inspiration where you least expect it."

As inspiration finds Lisa throughout her day, she also keeps a close eye on up and coming trends. "It's always fun to see what's new and trending, [and] right now I love drip cakes! They're super easy to make and very cute," she says. "They allow people to have fun with making the cake, using different combinations of flavors and toppings, and loving the result."



To aspiring cake decorators, Lisa offers a line of instructional videos on her website. She likes to be able to reach out to people and help them learn about topics and techniques that are not available elsewhere. Her passion and love for teaching is the main reason for starting Lisa Mansour's New York Cake Academy.

"That's what I love - teaching people they can do anything they can put their mind to."



Lisa teaches in a relaxed, laid back atmosphere where students will end up "feeling confident enough to go and make a wedding cake," she states. "That's what I love - teaching people they can do anything they can put their mind to."

Lisa has also been featured on radio and television shows and has represented the U.S.A. in the World Cake Design Championship in Milano, Italy. "It was an unbelievable experience," she says. "I loved meeting people from different countries and seeing the different techniques each

one specializes in. The level of talent was breathtaking."

"I have been using Nielsen-Massey products for years because I know it's the best."

Of course all of these accomplishments require the use of the very best ingredients. Lisa counts on Nielsen-Massey Vanillas to add exceptional flavor to her recipes. "I have been using Nielsen-Massey products for years because I know it's the best," she says. "I use Vanilla Bean Paste constantly. I use it in butter cream, yellow cake, ice cream, [and] with the bean paste, the flavor is perfection." Around the holidays, she uses Pure Peppermint Extract. "I love to make peppermint patties... it always gives the best flavor."

Let the talented Lisa Mansour inspire you to learn the art of cake decorating. Visit her online at NYCake.com, NYCakeAcademy.com and TheNYCakeShow.com.

You can also find her on Facebook, Twitter and Instagram.



Beth Nielsen (Left) and Lisa Mansour (Right) at her New York Shop.

NIELSEN-MASSEY'S SALTED CARAMEL ICE CREAM

MAKES: 1.5 QUARTS

Luxurious caramel and Mexican Pure Vanilla Extract are the perfect match in this rich and creamy custard-based ice cream.

Ingredients

1 1/4 cups sugar, divided	4 large eggs
Pinch cream of tartar or 1/2 teaspoon white vinegar	1 teaspoon flake sea salt
2 1/2 cups heavy cream	1 teaspoon Nielsen-Massey Mexican Pure Vanilla Extract
1 cup whole milk	

In a clean medium saucepan, add 1 cup of sugar. Stir in a pinch of cream of tartar or white vinegar and add just enough water so that the sugar has the texture of wet sand. Cook over medium heat. To prevent burn marks, use a wet brush to clean off the sides of the pan until the mixture begins to boil. Once it boils, reduce heat to medium-low. Do not stir and cook until sugar mixture turns a dark amber color.

Add cream to sugar mixture (it will splatter, rise and release steam, but will eventually smooth out) and stir continuously until all of caramel has dissolved. Stir in milk and continue cooking on medium-low heat until mixture begins to simmer.

Meanwhile, whisk eggs with remaining 1/4 cup sugar in a medium bowl. Add half of the hot caramel to the egg mixture in a slow stream, whisking continuously. Pour back into saucepan and cook over medium heat while stirring continuously with a wooden spoon. Once custard coats back of spoon and registers 170°F on an instant-read thermometer (do not let boil), remove from heat. Pour custard through a fine-mesh sieve into a large bowl, and then stir in salt and vanilla.

Chill ice cream in refrigerator, stirring occasionally, until very cold, 3 to 6 hours. Freeze ice cream in ice cream maker according to manufacturer's instructions and then transfer to an airtight container and place in freezer to firm, about 12-24 hours.



We now offer a series of cooking videos, check it out at NielsenMassey.com/RecipeDemos or scan this QR Code.



Gen 'Z' Foodies Set to Impact Future Food Industries

Generation 'Z' - characterized as being those born in the mid-1990s to early-2000s - are already having an influence on the food industry.

Raised by Millennials or Generation Y, these young people have been raised with iPhones, Instagram and Snapchat. They don't remember a world without social media and are very globally aware. According to Technomic, a research firm, they are starting to become more sophisticated in their tastes, influenced by their peers and media, both digital and traditional.

They are also the first generation raised in the foodie world, where every meal is posted, food channels run non-stop and the farm-to-table movement has reached mainstream. These influences will provide great opportunities for the food industry to address the dietary needs of this generation.

Sublime multi-taskers, Gen Zs will expect foods that are hand-

held, easy to eat, and deliver true nutrition and great taste, unlike the 'fast food' of previous generations. Their global awareness and early exposure to a wide range of foods and food lifestyles (vegetarianism, veganism, paleo, gluten-free) makes them ideal candidates for new flavors and new food sources (think insect proteins and seaweed salads).

Traditional foods from faraway lands will capture the interest of these young people. Characterized as pragmatists, they will seek less excess and more context than previous generations. They will want to make their lives meaningful, but also fun and adventurous, ready to take on new challenges and to taste the world in a whole new way.

With these tech-savvy globalists on the upswing, food producers and food service professionals should be poised to bring high quality ingredients, exciting new flavors and innovation to the table.