

## Fair Trade Vanilla

Nielsen-Massey offers Fair Trade Certified™ Pure Vanilla Extract and Fair Trade Certified™



Vanilla Beans. By producing and selling these products, small-scale farmers receive a fair price. Not only is this practice good for the small farmer overseas, but this type of farming is sustainable and ecofriendly. To learn more about our Fair Trade Certified™ Pure Vanilla Extract and Beans, visit our website. For more information about Fairtrade Canada visit fairtrade.ca.

## A New Netherlands Plant

Along with the recent plant expansion in the U.S., Nielsen-Massey will be purchasing a new facility located in Leeuwarden, The Netherlands, which is being renovated to meet their specific requirements. The renovation is expected to be completed by the end of this year, and the plant will begin production in early 2013.

## Vanilla Going Viral

Get all of the latest and greatest from Nielsen-Massey Vanillas on Twitter and Facebook! You'll find incredible recipes, the hottest food news as well as what's happening at Nielsen-Massey Vanillas!

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Issue 2, 2012



**NIELSEN · MASSEY**  
FINE VANILLAS & FLAVORS

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

## Plant Expansion Completed—With a Cherry on Top

Nielsen-Massey has completed expansion at the Waukegan, Illinois, plant. This renovation added approximately 30,000 square feet to the facility, adding nearly 24,000 square feet to production and warehouse space, 4,800 square feet to office space and the addition of an 1,100 square foot test kitchen. To celebrate, friends and customers were invited to attend an ice cream social held at the plant on Friday, July 20th.

After being greeted and exploring some of the newly added space, guests were treated to creamy and delicious ice cream from Cappinari's Ice Cream. Four varieties were served: one made with 10 Year Aged Madagascar Bourbon Pure Vanilla, Madagascar Bourbon Pure Vanilla, Tahitian Pure Vanilla and Mexican Pure Vanilla, of which the 10 Year Aged Madagascar Vanilla ice cream was the most requested. Guests enjoyed their ice cream with indulgent toppings created by the French Pastry School. Toppings included decadent caramel and

chocolate sauces, sweet caramelized pineapple and fresh mango fruit sauce, all made with Nielsen-Massey Vanillas and Flavors.

After enjoying a bit of ice cream, attendees broke out into groups for tours of the new facility. Craig and Matt Nielsen took guests through the newly renovated

production and warehouse areas. The expansion will aid the company in more effective production and packaging as well as provide more room for product storage.

A short presentation was given by Beth Nielsen in regards to the new fully-equipped test kitchen. The kitchen includes state-of-the-art appliances and a large quartz counter. She discussed some of the future uses for the kitchen which include recipe development and product testing. She also explained that it was wired for videotaping. This capability will make it possible for other companies and chefs to use the space for tapings.

Chef Jimmy MacMillan then gave a demonstration for guests, during which time he taught the audience how to make macarons by using a dehydrator, a healthier option for cookies, he explained. The demo audience then sampled the cookies and had an opportunity to ask the chef questions. Nielsen-Massey plans to have demonstrations like this in the future using this space.

After the tours and demos were wrapped up, Nielsen-Massey said their goodbyes to guests and sent them away with special thank you gift bags that included recipe cards for the toppings and macarons enjoyed earlier in the day, the Nielsen-Massey cookbook, *A Century of Flavor*, as well as two bottles of product and *The Story of Vanilla*.



## Filling Shelves for Fresh, Springtime Displays

When winter begins to thaw and flowers begin to bloom, impress your customers this spring with bright displays! Include items perfect for a number of springtime events and holidays such as Mother's Day, Easter, Passover and much more! Surrounded with silk tulips and pastel colored treats, allow your shop's guests to choose from springtime items that are ideal for Mother's Day! Create a unique gift basket consisting of a terracotta flower pot with a springtime floral oven mitt and pot holder, and include something extra special with one of our fine Vanillas, or fresh flavors like Pure Lemon Extract or Orange Blossom Water.

Perfect for favors at a garden party, create smaller gift bag options that feature two ounce bottles of Nielsen-Massey Pure Vanilla Extracts and Flavors. Our larger bottles work well for wedding shower gifts. Bride and groom can be surprised with go-to kitchen utensils and classic Madagascar Bourbon Vanilla Extract, a staple in every kitchen!

Easter and Passover also call for flavorful ingredients to create memorable meals for friends and family. Making sunny springtime desserts and pastries is easy with our Pure Vanilla Extracts, Vanilla Sugar, Vanilla Powder and Vanilla Beans, as well as our variety of Flavor Extracts.



## Upcoming Trade Shows

The Global Food Marketplace (SIAL)  
October 21-25, 2012  
Paris, France  
Booth #4R053

National Ice Cream Retailers Association (NICRA)  
November 7-10, 2012  
Greenville, SC  
Booth #301

Private Label Trade Show (PLMA)  
November 11-13, 2012  
Chicago, IL  
Booth #33/34 Sky Hall

National Association for the Specialty Food Trade (NASFT)  
Winter Fancy Food Show  
January 20-22, 2013  
San Francisco, CA  
Booth #1163

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FINE VANILLAS & FLAVORS

1550 SHIELDS DRIVE  
WAUKEGAN, IL 60085 USA  
800.525.7873 (PURE)  
URANUSWEG 10  
8938 AJ LEEUWARDEN | NEDERLAND  
31-(0)58-28-82-880

WWW.NIELSENMASSEY.COM

9/12

Vanilla vine

### Did you see

- Nielsen-Massey and its new expansion were featured in a Chicago Sun Times article on July 18.
- The Orange Blossom Water was mentioned by Chef Ghaya Oliveira in the July issue of Food and Wine Magazine.

## Employee Profile: Heather Herringer



Heather Herringer

- Heather is an office manager at the Waukegan facility and has been with Nielsen-Massey for 10 months.
- A few of her responsibilities include managing customer service and data entry efforts, handling international shipping paperwork, as well as upgrading and enhancing software for the company.
- Heather graduated from Devry Institute of Technology with a Bachelor's Degree in Computer Information Systems. Her past professional experience includes having worked as a customer service representative, computer programmer, software consultant and as a software sales representative.
- Heather lives in Gurnee, Illinois, with her husband, Michael, and 18 month old son, James.
- Heather's favorite Nielsen-Massey product is the Madagascar Bourbon Vanilla Bean Paste.

# Chefs Showcase: Chef Jimmy MacMillan

Chef Jimmy MacMillan was nice enough to share his recipe for macaroons with Nielsen-Massey and guests at the ice cream social, but that's not the only reason why he's the featured chef in this issue of the *Vanilla Vine*. His incredible credentials, beautifully crafted and delicious desserts, and overall great attitude have landed him as one of our favorite pastry chefs!

Chef MacMillan owns his own company, JMPurePastry, while also working as the Executive Pastry Chef at the exclusive University Club of Chicago overseeing all baking and pastry operations including three restaurants: Cathedral Hall, Front Grill and The Gallery. He has also worked at esteemed establishments such as Avenues and The Peninsula Chicago, The Four Seasons Hotel Austin, The Driskill Hotel in Austin, The Houstonian Hotel Club and Spa in Houston, The Conrad Hotel in Indianapolis, and The

Four Seasons Hotel Seattle. As if his resume wasn't an impressive mouthful, this super-chef has studied his craft at world-renowned schools like Ecole Nationale Supérieure de Pâtisserie in Yssingaux, France; The French Pastry School in Chicago, U.S.; The Chocolate Academy in Zurich, Switzerland, and St. Hyacinthe, Canada; and at Aula Chocovic in Barcelona, Spain. He was also honored in 2011 as a Rising Star of Chicago by StarChefs.com and nominated for a James Beard Award in 2009.

So how did he become interested in the culinary arts in the first place—his mom. He explained that he cooked a lot as a child while growing up in Detroit, Michigan. He and his siblings were assigned different tasks to help with making dinner. However, MacMillan didn't intend on making cooking his profession; music, he said, came first.

And while he toured as a younger man with his band, he kept a job in a restaurant back home. Something he could always come back to.

After his band split, he moved to Texas. It was then that he realized that he could make his way in the culinary industry by combining his love for art with his culinary background. "When I walked into The Four Seasons (in Austin), they hired me on the spot. There, in 1996, I realized the high art of food and dessert. Art and food came together for me," he explained. "Being a chef isn't too different from being

a musician or an artist. I've been working with materials my whole life; sculpture, painting, instruments."

If you have visited Chef MacMillan's website, you would have noticed his vibrant display of beautifully crafted desserts. "Presentation, the visual display and arrangement, of the desserts is very important. It is enjoyable to watch the diner become elated by seeing a colorful, creative sweet. Taste is equal and must somehow deliver on what the presentation promised. At JMPurePastry our work is always about possibilities and must always be stunning, beautiful and surprising," Chef MacMillan said.

Chef MacMillan gathers his inspiration right from the ingredients he uses. He explained, "We get inspiration from everything around us. Sourcing uniquely crafted or rare, but divine, ingredients is an ongoing passion." Chef MacMillan also looks to high-quality Nielsen-Massey products to make his desserts applause worthy. Chef MacMillan said, "We use Tahitian and Madagascar Vanilla Beans in our gelatos, cakes and plated desserts. Madagascar Bourbon Pure Vanilla Extract goes into almost every bakery product, and we also use the Almond, Lemon, Peppermint and Chocolate Extracts." And he uses Nielsen-Massey products for a reason. "Most of the pastry chefs I worked under early in my career used Nielsen-Massey Vanilla. It's our vanilla of choice, exclusively," he explained. And lending a tip to the readers, he said, "Vanilla will enhance and give background to even subtle ingredients. Nielsen-Massey Vanilla will add dimension to your food."

So there you have it. He loves us, and we totally love him too! And to show our love, Nielsen-Massey is taking part in sponsoring his upcoming event, The Chicago Restaurant Pastry Competition, which takes place this September.



To find out more about this competition, visit the Facebook page for The Chicago Restaurant Pastry Competition. To find out more about Chef Jimmy MacMillan and his company, visit [www.JMPurePastry.com](http://www.JMPurePastry.com), and follow him on Twitter @JMPurePastry and his wife @Pastrywife.

# Healthy + Responsible + Transparent = International

*While foods differ widely across the globe, it seems as though consumers of many nations have been reaching for the same things this year: healthy and responsible foods, and label and menu transparency.*

## Healthy Foods

With health concerns and obesity rates skyrocketing in the U.S., other nations, too, are aware of the effects excessive processed foods have on populations. For example, Leatherhead Food Research, a UK based marketing research firm, listed health and wellness as a top trend for 2012 throughout the UK. "Key priorities for companies include the continued efforts to meet guidelines on the reduction of salt, fat and sugar, as well as the active promotion of health benefits on products," the firm explained in a press release issued late last year.

Consumers in Asian countries are also looking for healthy foods. PwC, a research firm that provides consumer research from China, Hong Kong, Singapore and Taiwan, explained, "From salmon to snack bars, selling food in Asia is increasingly about marketing health benefits," (2012 Outlook for the Retail and Consumer Products Sector in Asia). With health concerns on the rise worldwide, it's no surprise that healthy eating has become one of the most talked about food trends in 2012.

## Responsible Foods

Just as healthful food is becoming more popular with consumers, sustainable food and corporate responsibility have been hot topics this year. A term heard widely across the food industry, slowcal, is taking hold across nations and is predicted to be a trend for years to come. Sonia Riesco of Azti-Tecnalia, a Spanish research firm, explained, "Slowcal implies a greater awareness

of, and responsibility for, the impact of food consumption in the personal, social, economic and environmental field," ("Spanish Researchers Spell Out 2020 Consumer Food Trends," FoodNavigator.com). As consumers demand that food production becomes more responsible, companies will follow suit.

## Transparent Labels & Menus

Another concern for consumers today is being able to understand what exactly is in the foods they eat. While natural, organic ingredients have been popular for some time in markets across the world, transparency, or food telling, is a trend that has gained momentum this year, as listed as a leading global food trend for 2012 by Euromonitor

International. This means restaurants and retailers will more clearly list ingredients, calories and nutritional values on packaging and menus. As they do, consumers will be able to make smarter eating choices.

## One World

Surely, every country or region has food fads and differing resources, but healthy eating, more responsible foods and transparency

have become more important to consumers worldwide. As the global market becomes more connected through technology and trade, we can only expect consumer food trends to become more of the same over time.

## Responsibility at Work

As an international company, Nielsen-Massey strives to be a socially and eco responsible company that provides the finest products made from genuine ingredients to consumers, retail and culinary professionals, as well as for industrial use. We pride ourselves on producing natural products while also working with suppliers to ensure that appropriate practices are adhered to in regards to their workers.



Chef Jimmy MacMillan

**JMPUREPASTRY**

