



### NIELSEN-MASSEY SNOW BIRD WHISKEY SOUR MAKES 1 DRINK

The sweet and citrus flavors pair so perfectly together in this cocktail that it is sure to bring the snow birds back up North during the winter season.

**Orange Simple Syrup Ingredients**  
1 cup water  
1 cup sugar  
1 teaspoon Nielsen-Massey Pure Orange Extract

**Cocktail Ingredients**  
Ice  
2 strawberries, sliced  
2 ounces fresh lime juice  
1 ounce Orange Simple Syrup, or to taste  
2 ounces whiskey or bourbon  
1 fresh orange twist, for garnish

In a small saucepan, add water and sugar; stir to combine. Bring to a boil, and then reduce heat. Stir in orange extract and simmer until sugar dissolves, about 5-10 minutes. Remove from heat and let cool. Refrigerate unused syrup in an airtight container.

In a cocktail shaker, muddle fresh strawberries. Add in lime juice, orange simple syrup and whiskey or bourbon; shake well and pour into an ice-filled rocks glass. Garnish with an orange twist.

## Another Successful Homebrew Challenge



In the fall of 2015, Nielsen-Massey teamed up with CHAOS Brew Club of Chicago once again for their third annual Homebrew Challenge. Much like the years prior, the competition received numerous entries from talented home brewers throughout Chicagoland. These unique brews were scored by many certified judges on December 12<sup>th</sup>, 2015.

First place over all and best flavor category winner was awarded to Eileen Uchima from Naperville, Illinois with her Dreamsicle Gose brew using Pure Orange Extract and Tahitian Pure Vanilla Extract. Second overall winner and best vanilla category winner was awarded to Mark Westmeyer of Chicago Heights, Illinois with his Creeping Death brew using Madagascar Bourbon Pure Vanilla Extract. Third place was awarded to Mike Uchima of Naperville, Illinois for his Down Under Vanilla Mild brew using Madagascar Bourbon Pure Vanilla Extract.

Scan QR code to watch the 2015 Homebrew Challenge video or go to [nielsenmasseychallenge.com](http://nielsenmasseychallenge.com)



Left: Jeff Whelpley, Board Member of CHAOS and Cicerone  
Right: Craig Nielsen, CEO of Nielsen-Massey



## Employee Profile: Luis Rivera



- Luis joined Nielsen-Massey three years ago and currently works in the warehouse as the Order Picking Lead.
- Some of his responsibilities include picking orders, labeling, transferring and meeting specific customer requirements.
- His favorite Nielsen-Massey product is Tahitian Pure Vanilla Extract, and his go-to dessert is strawberry cheesecake.
- Luis enjoys singing, dancing and playing the piano and he currently resides in Kenosha, Wisconsin.

### Upcoming Trade Shows

RCA  
March 8-11  
Denver, CO

NPE West  
March 11-13  
Anaheim, CA

Catersource  
March 15-16  
Las Vegas, NV



1550 SHIELDS DRIVE  
WAUKEGAN, IL 60085 USA  
800.525.PURE (7873)  
APOLLOWEG 8  
8938 AT LEEUWARDEN  
THE NETHERLANDS  
31 (0)58 28 82 880

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# Vanilla vine



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

## New Alcohol-Free Vanilla Answers Customer Demands

Nielsen-Massey Vanillas has once again met the challenge of providing their customers with ingredients that offer exceptional flavor while fulfilling the demand for the Halal market.

Answering a call from companies that market products aimed at the Middle East, Nielsen-Massey Vanillas has introduced an Alcohol-Free Madagascar Bourbon Pure Vanilla to their extensive product line. Made with the same high quality ingredients as their other vanillas, this product provides a quality solution for a large world market.

“Our new Alcohol-Free Madagascar Bourbon Pure Vanilla has been a long-awaited project,” says company leader Craig Nielsen. “The demand has been there for some time, but we had to ensure that our sources were both all-natural and sustainable. Then, we worked hard to develop just the right process to deliver the flavor and consistency that our customers have come to expect.”

Offering the same outstanding sweet, creamy flavor as Nielsen-Massey’s Madagascar Bourbon Pure Vanilla Extract, this alcohol-free variety is made using a stringent extraction process involving water and glycerin rather than the traditional method of using water and alcohol. This new product is certified Halal,

Kosher, Gluten-Free, GMO-Free and Allergen-Free.

In addition to filling a need for ingredients for the Halal market, this vanilla has a large range of potential users.

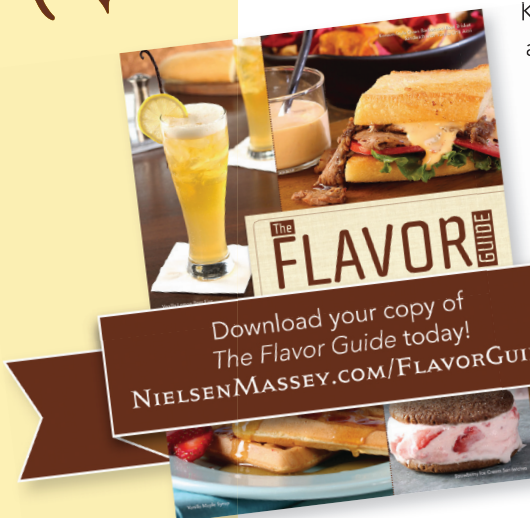
“Producers of products aimed at the infant and children’s sector will embrace the alcohol-free aspect of this new product,” says Craig Nielsen. “In addition,



those who avoid alcohol for dietary, religious or philosophical reasons are a great market for our new, delicious vanilla. Now food manufacturers and foodservice professionals can make a claim of alcohol-free in their products or recipes that contain vanilla flavoring. A new door has opened for those who want to explore these expanding markets.”

The uses for this new alcohol-free vanilla are endless. In sweet applications such as puddings, cakes and cookies, it offers a true vanilla flavor that complements the sugar component. In savory dishes, vanilla is a perfect foil for chilies and other spices and adds a touch of not-too-sweet flavor to marinades, salad dressings, soups and side dishes. It is a great addition to fruit dishes such as applesauce, compotes and fruit leathers. Also, this vanilla works exceptionally well with dairy products, from yogurts to dairy-based beverages. And, it is ideal for ice creams as well as other frozen desserts that require a hard frozen consistency.

The new Alcohol-Free Madagascar Bourbon Pure Vanilla is available in two-, four- and 32-ounce bottles, one-gallon jugs, and 30- and 50- gallon drums.



# Chefs Showcase: Scott Green



Chef Scott Green, 2015 Bronze Medal Winner with the U.S. Team at the Coupe du Monde de la Pâtisserie, has an impressive resumé as well as an infectious attitude about his profession. Currently, he is keeping busy as the Executive Pastry Chef at The Langham, Chicago and Travelle, a seasonal American restaurant located on the second floor of The Langham hotel.

It all started for Chef Green as a student at the School of Art Institute in Chicago studying fine art. It wasn't long before he realized his passion was actually in the world of pastry. He then enrolled in the pastry program at the French Pastry School and has been working with pastries, sugars and chocolates ever since.

*"I see so many similarities between design and pastry. They both require emotional, visual creativity and a meticulous, calculated ingenuity."*

Chef Green's training in art has suited him well in his career. He eventually went back to school to complete his Bachelor of Science in Graphic Design. "It wasn't until I was deep into my career in the kitchen that I decided to further pursue and finish a degree in graphic design... I see so many similarities between design and pastry. They both require emotional, visual creativity and a meticulous, calculated ingenuity."

As stunning as Chef Green's pastries are, his work is just as flavorful as they are beautiful. When asked what inspires his work, he said, "That's the million dollar question! When I'm creating a new pastry, usually the

starting point is a flavor or a technique. Or, a certain look I want to achieve. And then I build the product around that point. I'm always looking through the lens of a pastry chef when I'm out in the world."

*"Personal relationships are so important in this industry."*

There have been many memorable experiences and outstanding friends, teachers and colleagues that have impacted his career. From being a student at the French Pastry School and learning from amazing teachers to his experiences at the Coupe du Monde de la Pâtisserie while competing among friends, Chef Green takes great value in his relationships. He explains, "It's the bits and pieces I have learned and taken from many people that have shaped my career. That still happens to this day, and it's a big part of why personal relationships are so important in this industry."



Purple Petit Gâteau

Chef Green started using Nielsen-Massey products while teaching at Chicago's French Pastry School. "I've loved the product since first using it and it means a lot to me that the company is right in my neck of the woods. They have been really supportive of me over the years and having that kind of relationship is a special thing in any industry. My favorite product is the Madagascar Bourbon Pure Vanilla Bean Paste. I use it all the time in my recipes at The Langham."

*"I always add my flavorings as soon as possible to give them time to infuse into the fat in the recipe."*

For Vanilla Vine readers, Chef Green offers a little bit of advice when working with flavor extracts. "For flavors, in general, add it to the fat in the recipe as soon as possible. Fat creates strong bonds to flavor, but it can take a while to happen. I always add my flavorings as soon as possible to give them time to infuse into the fat in the recipe." Great advice from a very talented pastry chef.



Macaron Petit Gâteau (Top Left) and Vanilla Cake (Top Right)

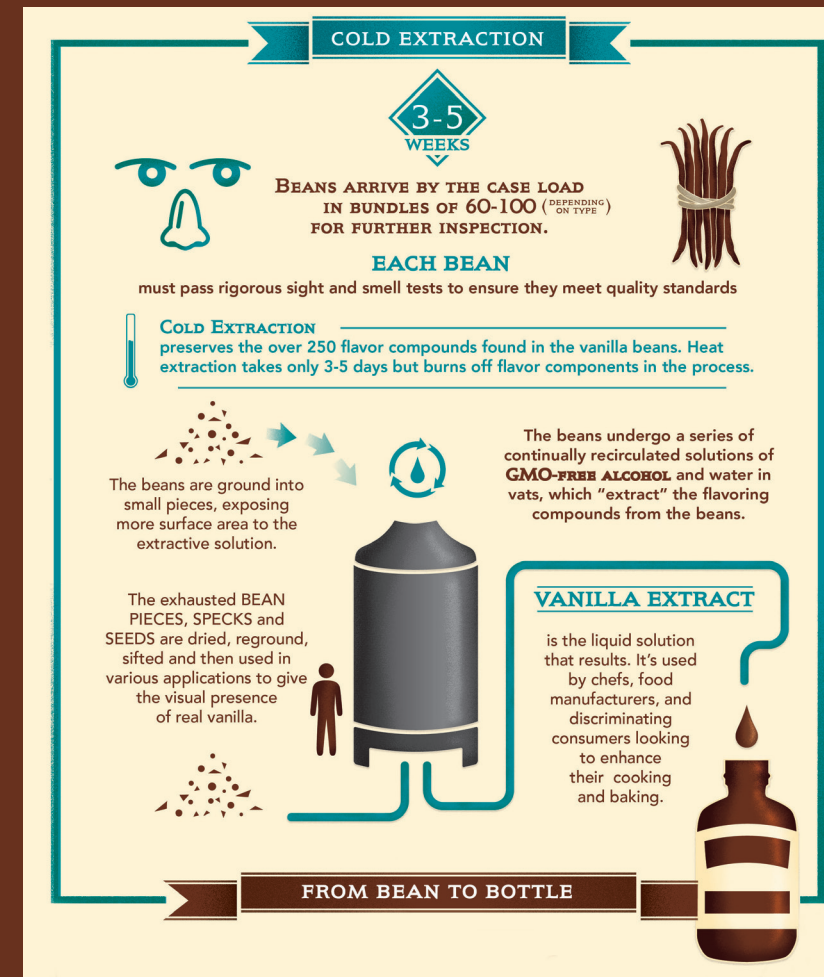
Photos Courtesy of Chef Scott Green



Cherry Entremets (Bottom Left), Grapefruit Entremets (Bottom Right) and the Purple Petit Gâteau

Photos Courtesy of Anthony Zamora

# Ever Wonder How Nielsen-Massey's Cold Extraction Process Works?



# Spring's Retail Focus? Local and Artisanal

*With consumers embracing specialty foods in a big way, spring is time to put the focus on these treats, front and center.*

Every season is a season for chocolate, so be sure to stock your display with a wide assortment of chocolates. Consider tables filled with chocolates from around the world, and offer chocolate tastings on special days.

Locally sourced foods will still be on-trend and globally sourced artisanal treats continue to grow in popularity. Offer fine vanillas and flavors with great recipe ideas. Again, offer tastings to show artisanal inspired home cooks and bakers the differences in fragrance and flavors. Give your customers an extra special tasting experience by using Nielsen-Massey's Vanilla Cream Soda recipe as the base for the flavors.

Gather your favorite jams, jellies, syrups, sauces and baking equipment from around your store and display them in one big "marketplace" so your customers can really see the array of goodies you have to offer. You just may put a spring in your sales, too.

For the Vanilla Cream Soda recipe, visit [www.NielsenMassey.com/VanillaCreamSoda](http://www.NielsenMassey.com/VanillaCreamSoda)



# Nielsen-Massey Addresses Vanilla Price Increase

In a recent announcement, Nielsen-Massey Vanillas reported that circumstances unprecedented in the industry will force vanilla prices to rise significantly throughout 2016 and 2017. In April 2015, vanilla beans went for around \$60 per kilogram and by the end of the year, prices had soared to \$185-\$220 per kilogram, depending on the quality of the bean.

Dan Fox, Nielsen-Massey's Director of Sales, issued a statement indicating the reasons for the price increase. "We in the vanilla industry have seen the price of vanilla rise to levels where sustainability and fair market value have been achieved. These steps were widely applauded as we looked to the long term picture. Unfortunately, that line has now been crossed by short term profit takers and truly unreasonable pricing coming from the vanilla bean growing segment in Madagascar, and in turn, other growing regions."

Madagascar produces 65-70% of the world's vanilla crop. As pricing increases in Madagascar, it is also increasing in other vanilla producing regions. More

specifically, Mexico and Tahiti, both sizable suppliers in the vanilla market, have had lower crop yields in recent years, causing a limited supply of beans.

While the smaller harvest is a contributing factor to the price increase, industry experts agree that profiteers are ratcheting the price up higher than need be. In an unintended consequence, the profit seekers' desire for short term profits will inevitably decrease the overall demand for pure vanilla, say industry experts.

"The good news is that the flowering for next years' crop was very good, and we may start to see prices begin to drop in the fourth quarter of 2016," says Dan Fox. "Rest assured," he states, "our promise remains to produce for you the finest pure vanilla products and flavors in the world at the best possible price. That is a 109 year old promise, and one we intend to keep for a much, much longer time."

