

# Striving to Protect Mother Nature

*It's just one way our company can help make a global difference.*

As global connectivity continues to grow with technology, countries worldwide are banding together to make positive impacts on the environment. From more responsible manufacturing to more earth-friendly materials, companies like Nielsen-Massey are stepping up to make a difference.



*Euromonitor* included "Eco-worriers and Social Conscience" as one of their top trends in their report, "Top 10 Global Consumer Trends for 2014." The report said, "Increasingly driven by food scandals, consumers are questioning the provenance of goods, with more turning to organic and ethical shopping. Many urbanites now grow food on windowsills, balconies and in community gardens—part of a thriving urban agriculture grow-your-own trend fueled by environmentalism, thrift and food safety concerns as well as a community spirit."

This global concern was echoed in the United States. The National Restaurant Association "What's Hot in 2014" survey of American Culinary Federation Chefs predicted environmentally sustainable foods would be a big trend for 2014. *Nation's Restaurant News* elaborated with examples of how popular U.S. chain restaurants are utilizing this trend. "Panera Bread and Chipotle Mexican Grill both undertook initiatives to promote the provenance of their food earlier this year."

Providing quality products that have positive impacts on the earth is important, especially to Nielsen-Massey. From foodservice and industrial products to consumer products, we make it our goal to be socially and environmentally responsible. Take for example our Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract available in the U.S., which helps stabilize vanilla producing communities and protect the environment. Our Organic Pure Vanilla products, available abroad, also help to protect the environment, while offering a quality product our customers love.

We make it our business to ensure our company takes measures to provide products that are all-natural, GMO-free and sustainable; it's just one way our company can help make a global difference.



## Upcoming Trade Shows

Pastry Live  
August 24 - 26  
Atlanta, GA

Natural Products  
Expo East  
September 17 - 20  
Baltimore, MD

NICRA Convention  
November 11 - 13  
Lexington, KY

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# Vanilla vine

Issue 2, 2014



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

## Consumers Concerned About GMO

The demand for fresh, healthy and organic food has never been higher, and now GMO-free foods can be added to the top of that list.

### "80% of Consumers Seek Out Non-GMO Products"

According to a *foodmanufacturing.com* article, "Consumer Trends: Non-GMO Tops Organic," 80% of consumers participating in a survey<sup>1</sup> said they seek out non-GMO products when shopping for food. As a result, food manufacturers are taking painstaking leaps to answer the call for GMO-free foods. Nielsen-Massey is also taking strides to ensure their consumers receive GMO-free products.

By definition, genetically modified organisms (GMO) are organic materials that have been altered using genetic engineering. Bacteria, yeast, insects, plants, fish and mammals have all been subject to genetic modification. Agricultural products in particular are often the result of GMOs, which are especially prevalent in common food ingredients, according to the Non-GMO Project, a non-profit organization launched by National Science Foundation. As a result, Nielsen-Massey has switched from corn alcohol to using sugarcane alcohol to ensure their products are GMO source-free in the United States. Also, Nielsen-Massey's conventional products are tested and verified to contain no GMO material. These steps have helped Nielsen-Massey ensure their products surpass customers' and consumers' standards.

A potential concern of those seeking GMO-free products is the increased use of herbicides and pesticides in GMO plants, which are engineered to stand up to harmful chemicals. Aside from being toxic for consumption, chemicals used against common pests and weeds may also be harmful

for the environment by polluting water, harming wildlife and contaminating soil, as reported by *responsibletechnology.org*. Consumers may also be concerned with potential negative health effects of GMOs.

While U.S. government agencies, like the FDA and USDA, do not require GMO labeling, other organizations are encouraging non-GMO products to be certified and include the certification on labeling.

Nielsen-Massey Vanillas proudly offers GMO-free products. Nielsen-Massey's organic products are certified GMO-free by Quality Assurance International and SKAL, and are also all-natural, certified kosher and certified gluten-free.

Nielsen-Massey is committed to customers, and strives to meet the changing demands of consumers, retailers, food manufacturers and foodservice professionals alike.



## Employee Profile: Dave Walters



Dave Walters

- Dave is a shipping clerk responsible for the logistics for small packages. He has been working for Nielsen-Massey for the past 3 years.
- He has over 28 years warehouse experience and has been trained on how to correctly handle hazardous materials.
- Dave's favorite Nielsen-Massey flavor is Pure Almond Extract, which he likes to add to his pancake mix. His favorite dessert is his Mom's red velvet cake with buttercream frosting.
- In his free time, Dave enjoys softball, camping, biking and spending time with his children and girlfriend.
- Dave currently resides in Kenosha, Wisconsin.

<sup>1</sup>MamboTrack Survey: 2014 Market LOHAS (Lifestyle of Health and Sustainability) Mambo Sprouts Marketing Annual Natural and Organic Consumer Research

# Chefs Showcase: William Foltz



Chef Bill Foltz  
Pastry Chef  
at L'Auberge  
Casino Resort  
llakecharles.com

Creative, innovative, inspired: these are just a few words to describe the beauty and intricacy of Pastry Chef Bill Foltz' pastries, sugar sculptures and chocolate showpieces.

Nielsen-Massey had the pleasure of interviewing Chef Foltz, who recently won Best Artistry, Best Sugar Showpiece and the Competitors' Choice award with his team mate, Chef Arlety Estévez, at the Pastry Live 2013 Showpiece Championship.

Previously, he earned a gold medal at the 2006 U.S. Pastry Competition where he was named U.S. Pastry Chef of the Year and later was named one of the Top 10 Pastry Chefs in America by *Dessert Professional* magazine in 2010. He was also a member of the American Team at the 2011 Coupe du Monde de la Pâtisserie, where he took home the "Best Sugar" trophy.

Aside from these great accomplishments and his many other prestigious accolades, Chef Foltz is a Pastry Chef at the award-winning L'Auberge Casino Resort in Lake Charles, Louisiana. The customers he serves there, as well as his staff, are what inspire him to create delicious and visually stunning food. Although Chef Foltz loves to be creative and think outside the box, he takes a different approach to his everyday confectionery and pastry creations. "I have to take it down a couple notches... our clientele really love the simple, guilty pleasures, so the emphasis is focused on quality products and consistent execution."



2011 Coupe du Monde de la Pâtisserie Sugar Showpiece Named Maya

With more than twenty years of experience working in fine dining, banquets and in leadership roles at top restaurants, he credits his love for the culinary arts to his family.

Chef Foltz explains, "I used to marvel at how my grandpa would create meals from nothing. I still remember making cobblers, pies and breads with my mom on the weekends using products from the local orchard. I think my dad has become a bigger foodie than I am. I have always loved using my hands to create, whether it is wood, metal, clay or sugar. I always wanted to be an architect and love drafting three dimensional objects. What better way to make a living than making 8 foot tall lollipops!"

*Tip: when using vanilla, "don't overcomplicate it; vanilla is the star!"*

His artistic talents and approachability are also complemented by business sensibility. Along with his degrees in Hospitality Studies and Baking and Pastry Arts, Chef Foltz also graduated with an Associate Degree in Applied Business in Culinary Arts Technology. "As a chef, you absolutely have to have strong business acumen. Understanding profit



Chef Bill Foltz Working on Maya

and loss statements, budgets, and labor controls are the foundation that keeps us employed. These are taught and learned on the job. Leadership is the part you cannot pick up a book and read about."

With his business-savvy attitude and remarkable talent, Chef Foltz also credits his success with the quality of ingredients he uses. "Using quality ingredients to me is a privilege. Every pastry professional should aspire to use the best they can afford where it will make the most impact." And quality vanilla and flavor products are no different. After discovering Nielsen-Massey early in his career, he loves using Nielsen-Massey Vanilla Beans, particularly the Tahitian Pure Vanilla Beans.



Chef Bill Foltz' Dueling Flowers

# Seeds Can Be More Than Just a Healthy Ingredient

Flax, sunflower, pumpkin, chia and hemp seeds, among other types, are packed with beneficial oils, proteins, minerals and vitamins. Some have even been linked to helping prevent heart disease, certain types of cancers and diabetes. As seeds gain global popularity, people are noticing they are more than just healthy—they also taste great!

Adding unique texture and flavor to foods, seeds can also be used as an ingredient supplement for those suffering from food allergies. For example, flax, sunflower and hemp seeds can add a subtle nutty flavor without using nuts and work well in

recipes for muffins, salads and smoothies. Other types, such as chia, can add desirable texture to foods. When added to water, chia seeds create an almost tasteless gel-like texture; this ingredient can be easily used to replace eggs in a recipe. For gluten-free options, chia may be a good fit to replace flour for soups and sauces. Health benefits and functionality can make seeds an excellent food source. Here are a few tips for cooking and baking with seeds that utilize delicious vanilla and flavor products from Nielsen-Massey!

## Tips for Cooking and Baking with Seeds

### Chia Seeds

- Increase the nutritional benefits and flavor of your favorite chicken or fish breading by adding ground chia and Madagascar Bourbon Pure Vanilla Powder.
- Chia seeds with Madagascar Bourbon Pure Vanilla Extract complement oatmeal, handmade puddings and cookies.



### Flax Seeds

- Breads, muffins, cookies and granola bars get a healthy boost with the addition of ground flax seeds. Try with Pure Orange Extract for a burst of fresh flavor.
- Grinding flax seeds not only helps to fully extract the nutrition, but when combined with Tahitian Pure Vanilla Extract, it makes for a healthy and delicious smoothie.



### Pumpkin Seeds

- Add ground pumpkin seeds and Pure Lemon Extract to salad dressing for a unique and healthy twist.
- Madagascar Bourbon Pure Vanilla Sugar combined with chopped pumpkin seeds makes a tasty hot or cold cereal topping.



## Double Blueberry Chia Oatmeal

Yield: 4 Cups

### Ingredients

- 4 cups whole milk (may substitute with 2% milk)
- 2½ tablespoons amber agave syrup (nectar)
- 2 teaspoons Nielsen-Massey Tahitian Pure Vanilla Extract
- ½ teaspoon ground cinnamon
- ¼ teaspoon salt
- 1½ cups old-fashioned oats
- 2 tablespoons white chia seeds
- ⅓ cup dried wild blueberries
- 1 pint fresh blueberries, rinsed
- milk to pour over cooked oatmeal, if desired
- 2 tablespoons Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar

### Directions

In a large saucepan, over medium-low heat, add milk, agave syrup, vanilla extract, cinnamon and salt; stir to combine. Add oats, chia and dried blueberries; stir to combine. Cook until done, about 20 minutes, stirring occasionally. Remove from heat. Serve topped with fresh blueberries, milk and a sprinkle of vanilla sugar.

