



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

# Vanilla vine

## Upcoming Trade Shows

**Natural Products Expo East**  
September 16-19  
Baltimore, MD  
Booth# 1533

**America's Cake and Sugarcraft Fair**  
September 18-20  
Orlando, FL

**National Ice Cream Retailers Association**  
November 3-5  
St. Petersburg, FL  
Booth #34

**Food Ingredients Europe (FIE)**  
December 1-3  
Paris, France

## Iced Almond Coffee Recipe

Serves 2

### Ingredients

- 8 ounces dark roast, freshly brewed, black coffee
- 2 tablespoons firmly packed dark brown sugar
- 3 ounces heavy whipping cream
- 2 ounces Amaretto
- 1 teaspoon Nielsen-Massey Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract
- ¼ teaspoon Nielsen-Massey Pure Almond Extract
- ¼ teaspoon cinnamon (divided)

### Directions

In a cocktail shaker, add hot coffee and brown sugar; stir until sugar has dissolved. Add cream, Amaretto, vanilla and almond extracts; fill with ice and shake. Strain mixture into two tall ice filled glasses. Garnish each glass with 1/8 teaspoon of cinnamon.



## Nielsen-Massey Holiday Closings

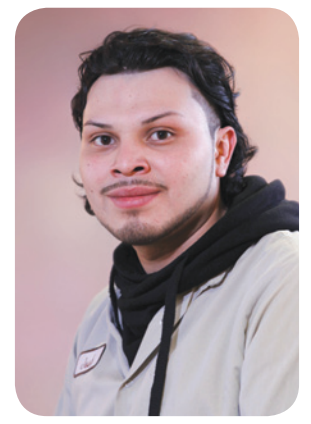


Nielsen-Massey's plant will be closed this holiday season on the following days:

- November 26<sup>th</sup>-27<sup>th</sup>, in observance of Thanksgiving
- December 21<sup>st</sup> - January 4<sup>th</sup>, for inventory and maintenance purposes

The last day that orders will be shipped out will be December 18<sup>th</sup>. In order to ensure shipment by the 18<sup>th</sup>, please submit all orders by December 16<sup>th</sup>. Orders submitted after the 16<sup>th</sup> are not guaranteed shipment by the 18<sup>th</sup>.

## Employee Profile: Josue Pineda



Josue Pineda

- Josue is a line lead for Nielsen-Massey's retail line in their Waukegan facility. He is responsible for line set-ups, making and entering work orders as well as making vanilla blends. He has worked for Nielsen-Massey for the last 3 years.
- Josue's favorite Nielsen-Massey flavor is a Bourbon Tahitan blend, and his go-to dessert is Oreo ice cream cake.
- In his free time, Josue enjoys playing sports, video games and spending time with friends and family.
- Josue currently resides in Waukegan, Illinois.

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## You Are Cordially Invited To Help The Netherlands Celebrate 20 Years!

*The Nielsen-Massey facility in the Netherlands just celebrated its 20 Year Anniversary. Two decades of growth and excellence in the making of the world's best vanilla!*

Starting out with just 900 square meters of manufacturing space in 1995, The Netherlands plant located in Leeuwarden, was replaced in 2013 by a new facility that more than tripled in size. The €3 million expansion made it possible to improve packaging and warehousing, and introduced the addition of an automated production system.

Twenty years and a new manufacturing facility surely calls for a party. And party they did. To celebrate these most notable events, the Netherlands crew was feted in style.

On May 30<sup>th</sup>, 2015, eleven employees and their significant others celebrated this anniversary with a boat ride across the beautiful canals of National Park De Âlde Feanen to a renowned barbeque restaurant, Trÿe Hûs.

While aboard, guests were served a Friesian style cake, a tradition from the Netherlands Friesian Islands.

Upon disembarking, the guests selected their choice of entrée: marinated tuna, steak, beef or chicken sate', hamburgers or spare ribs. The guests then were responsible for cooking their own meats, in true Dutch tradition.

Congratulations and thank you to all of our dedicated Netherlands employees who help to make this company a leader in fine vanillas and flavors, worldwide. It's been a wonderful ride.



# Chefs Showcase: Chef Josh Johnson



Chef Josh Johnson

Award winning pastry chef Josh Johnson has been at the ovens most of his life. Starting at age 13 in his uncle's pastry shop, he has been training with world renowned chefs ever since. Positions at the Ritz-Carlton Chicago, Ambrosia, Everest, and owning his own shop Cocoa Bean Fine Desserts, have taught him that the sky is the limit for those with ambition and perseverance.

*"I've been very fortunate in my career to have worked with some amazing people, each one has taught me so much and has had an impact on what I do and how I approach the industry."*

Of all the talented chefs he's had the pleasure to work with throughout the years, his parents, he says, had the most impact on his career. "I was taught that there is no success in walking away and how patience can be used to overcome most problems you face."

Chef Johnson's accomplishment this year, as a member of the US Pastry Team at the Coupe du Monde de la Pâtisserie, was winning the bronze medal with his teammates. "This was the most incredible experience that I've had in the pastry industry so far" he says. "There was so much pain, schlepping, laughter and history surrounding it that it will be very hard to top. I was surrounded by some of the most talented pastry chefs in the world and the committee members judging us were the trailblazing chefs in this industry."

Chef Johnson also taught at the distinguished French Pastry School in Chicago. Teaching was an eye opening and gratifying experience for him. "The best part about teaching was when you see the light bulb turn on in the head of the students" he says. "And, an even better feeling is when you hear one student helping another student using the same words and techniques that you just showed them."

Chef Johnson encourages young pastry chefs to take risks and never make excuses. "Pick a job and pursue it until you get it, start a project and follow through, ask questions when you need to and clean up your mess and any mess near you. Don't be late and respect everyone like they are your best friend." Good advice for anyone starting out in a job.

Nowadays, Chef Johnson is the head pastry chef at The American Club in Kohler, Wisconsin, and is enjoying the trend toward using fresh and local ingredients. He also finds great value in using quality ingredients. He believes the quality of ingredients are everything, not only for your health but for the taste of whatever it is you're making. That's why he uses Nielsen-Massey's products in his recipes. "I was first introduced to Nielsen-Massey at the Ritz years ago while tasting a vanilla mousse that we added to the menu, I still use that mousse today" he says. "My favorite Nielsen-Massey products are their beans, but if I had to pick one I would say the Madagascar Bourbon Pure Vanilla Bean Paste."



Chef Johnson at the Coupe du Monde de la Pâtisserie

## Chef Tip

To get the full vanilla flavor, add vanilla at the end of the cooking process whenever possible so the flavor does not dissipate during cooking. This doesn't work with baked goods of course, but when making mousse, ice cream bases or icings, add vanilla at the very end when it's cooling down and give it a few hours to mature and take on the full flavor."

Photos courtesy of Paul Strabbing Photography.



Chef Johnson's Chocolate Sculpture

# Creating Enticing Products for a New Generation

## Millennial: The Buzzword of... the Millennium.

As the millennial generation penetrates the market with full sails ahead, foodservice, retailers and food manufactures are trying to appeal to this audience with new flavors, exciting combinations and new technology. As noted in the graphic

included here, they are unlike other generations and are currently the largest in the market. They are less brand-loyal than generations past, and prove to have quirks that make them stand out. They want new, now and next. Nielsen-Massey provides the right ingredients and support to get your products onto their radar.

If you've read the big trend reports for 2015, you know that millennials are in the spotlight for product innovation and marketing. Andrew Freeman & Co., a hospitality agency, explained

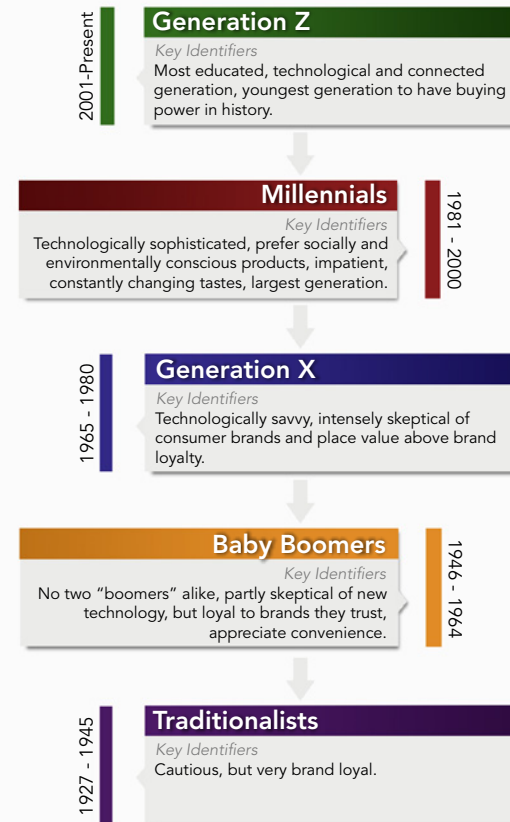
in their annual report, "chefs, restaurateurs and hoteliers are providing experiences that are less formal yet high in quality, more interactive and rooted in catering to the pleasure seeker." Restaurants find this as a perfect opportunity to bring creative, new ideas using Nielsen-Massey's products. Take for instance fresh and spicy fish tacos and orange-jalapeno slaw made with Nielsen-Massey Pure Orange Extract. The mix of fresh ingredients and fusion makes this non-pretentious dish a win-win.

Restaurant and hospitality marketing firm, Baum & Whiteman, also chimed in on targeting this generation, calling millennials key drivers in 2015 trends. "There's a restless palate syndrome affecting young people... millennials especially," their annual report stated. With an attitude that no flavors are out of bounds, beverages are a huge area of innovation. Millennials are tired of typical sodas and large commercial breweries. The solution? Use Nielsen-Massey Rose Water to create a pomegranate-rose iced tea or Pure Almond Extract for an almond milk stout.

With restaurants making a shift toward bolder options, retailers are finding ways to target this demographic too, such as using in-store beacons, which are devices that connect wirelessly to shoppers' mobile devices. They can send ads, coupons and product information specific to consumer's tastes and shopping habits.

So what does it all mean? Millennials want freshness, exciting flavors, authenticity and exclusivity. With products that appeal to every generation, Nielsen-Massey gives chefs and R&D professionals the opportunity to bring creativity to any product or menu.

## Who is your target GENERATION?



## Set the Stage for Inspiration

*It's not too early to start thinking about the upcoming holiday season and how you can inspire your customers to aspire to culinary greatness.*

Display Nielsen-Massey's vanillas and flavors with an assortment of baking pans, cookie cutters, colorful paper bakeware for gift giving and, of course sugar, icing mixes, sprinkles and candies. But don't stop there. With Nielsen-Massey's vast array of flavors, your customers can be inspired to create savory marinades, dressings, appetizers and entrées. Show them the way by displaying sauce boats, roasting pans, basters and other staples for cold weather cooking.

And, experiment with flavors and vanillas from Nielsen-Massey. For example, use Pure Lemon or Pure Orange Extracts in your Kolaczki fillings, add a dash of Pure

Chocolate Extract to your next batch of chili, or use a drop of Pure Peppermint Extract in kale pesto.

The possibilities are endless, and with usage tips from your own hands-on experience, your customers will thank you.

Find this recipe at  
[NielsenMassey.com/](http://NielsenMassey.com/)  
 Kolaczki

