

flavors are taking front and center. Baum & Whiteman's 2013 trend report explained that unique flavors are the way to go. The New York based food and restaurant consulting company stated, "Looking for future flavors? Keep keen eyes on artisan boozeries." Ambitious bartenders (whose numbers grow exponentially) are infusing vodka, gin and especially rum with mango, kiwi and other housemade exotica (even dried fruit) as they stretch the notion of hand-crafted cocktails." Striving for differentiation by way of beverage offerings doesn't stop at alcoholic beverages, either. A Chicago based marketing firm, The Culinary Visions Panel, explained, "Non-alcoholic beverages are getting a flavor boost with fresh ginger soda, handcrafted sodas, and exotic lemongrass flavored iced teas. Juices and smoothies have become the elixir of our day with unique, delicious and sometimes palate-challenging blends of fruits and vegetables. Even desserts like milkshakes and floats have moved to the beverage menu," (culinaryvisions.org).

With the demand for new and exciting beverage options, adding unique flavors to beverages can seem like a daunting task for beverage and food industry professionals. But offering flavors that strike the right chord with consumers is actually quite simple; Nielsen-Massey Vanillas and Fine Flavors offer appeal for those looking to liven up cocktails, beer and sans alcohol items.

Create a light and refreshing vanilla blonde ale by adding Nielsen-Massey Whole Madagascar Bourbon Vanilla Beans or Madagascar Bourbon Pure Vanilla Extract during the brewing

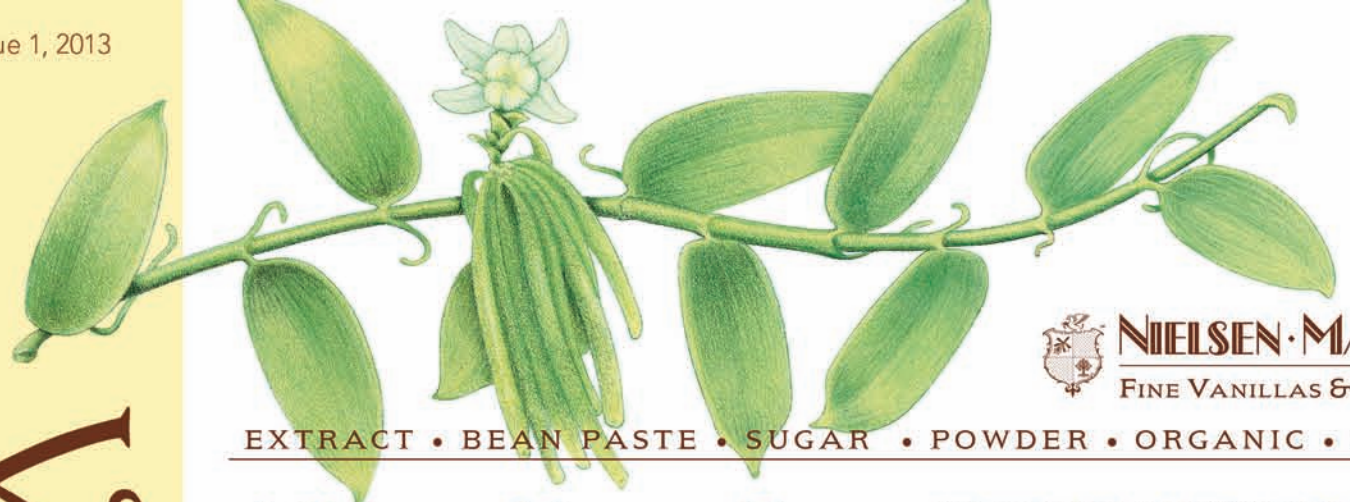
process, or try Nielsen-Massey Pure Coffee Extract for a satisfying espresso oatmeal stout! Aside from beer, Nielsen-Massey citrus flavors like Pure Orange or Pure Lemon Extracts add tantalizing zip to hard iced teas and martinis, and Peppermint, Chocolate and Almond Extracts work well for inspired frozen cocktails. For something truly unique and culinary, try Nielsen-Massey Rose Water in sangria, with sparkling wine or in gin cocktails. Infused rum, vodka, syrups and vermouths are made easily with Nielsen-Massey Vanilla Extracts, Beans and Flavors, and using Nielsen-Massey products to create a signature drink menu is a bay breeze!

Making flavorful beverages of the 'virgin' variety is also a snap! Craft a refreshing iced tea with leaf-pressed tea, Orange Blossom Water and ginger. Try Citrus Flavors or Pure Chocolate Extract to make soda, milkshakes or smoothies fit for the whole family!

Aside from imparting great flavor, our products are all-natural and offer quality that artificial flavors simply cannot match. Additionally, a little goes a long way, so our products are a great fit for any beverage. Make Nielsen-Massey a staple at your bar top, and customers will surely come back for second sips!



Vanilla vine



NIelsen · MASSEY
FINE VANILLAS & FLAVORS

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

Nielsen-Massey Hosts French Pastry School for Chef Demo

Nielsen-Massey was pleased to host an event for students of The French Pastry School which featured a very special demonstration from celebrity chef and esteemed Master Pâtissier, Chef Eric Lanlard, on November 30, 2012.

Students and media guests were first greeted by the Nielsen family followed by a demonstration in Nielsen-Massey's fully equipped demo kitchen.

During Chef Lanlard's demonstration, he showed the audience how to make Pecan Pie and a savory Salmon with Mustard and Dill Tart. Throughout his demonstration, Chef Lanlard gave tips to the students and particularly advised to closely follow directions when preparing pastries. He also explained the importance of working the dough with one's hands, instead of tools, in order to fully understand the proper textures necessary for crafting the perfect pastry crust. Students were then treated to samples of Chef Lanlard's dishes and a question and answer segment.

When the demonstration wrapped up, students went on a tour of the commercial kitchen and the plant where they had the opportunity to ask questions about the vanilla manufacturing and testing processes at Nielsen-Massey Vanillas.

As the students prepared to leave, they received gift bags that included a signed copy of Chef Lanlard's latest book, *Tart It Up!*; the Nielsen-Massey cookbook, *A Century of Flavor*; Nielsen-Massey product; and *The Story of Vanilla*, a short informative booklet about vanilla and the vanilla making process.



The demonstration given by Chef Lanlard has been taped and will be available on nielsenmassey.com. Read on in this issue of the Vanilla Vine for more about Chef Eric Lanlard.

Upcoming Trade Shows

Winter Fancy Food Show
January 20-22
San Francisco, CA
Booth #1163

The Coup du Monde
de la Patisserie
January 29-30
Lyon, France

Research Chefs Association
March 6-9
Charlotte, NC
Booth #204

Natural Products Expo West
March 7-10
Anaheim, CA
Booth #4579

Catersource
March 10-13, 2013
Mirage Hotel
Las Vegas, NV
Booth #2932

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Employee Profile: Donte Hall



Donte Hall

- Donte Hall is a customer service representative at the Waukegan facility and has been with the company for 10 months.
- Some of his responsibilities include processing the pick tickets, answering customer questions and concerns, entering orders and other customer service duties.
- Donte lives in Waukegan with his wife and two sons.
- Donte's favorite Nielsen-Massey flavor is the Madagascar Bourbon Pure Vanilla Extract.
- He likes anything with chocolate for dessert. Some of his hobbies include working out and weight lifting, while he also enjoys watching movies and football.

Chefs Showcase: Chef Eric Lanlard

Having baked for the likes of Elizabeth Hurley, the late Queen Elizabeth The Queen Mother and Madonna—yes, we said Madonna—Chef Eric Lanlard explained in a recent interview with Nielsen-Massey that while it's quite exciting to bake for celebrities, he and his team at his London-based pastry shop, Cake Boy, put love and effort into every order. He maintained, "As I always like to say, we bake cake for everybody, including celebrities, because at the end of the day, all customers get the same treatment from us." As if his support for Nielsen-Massey products and unbelievably beautiful and delicious pastries weren't enough to make him one of our favorite chefs, with his personable and down-to-earth attitude, the pleasure is all ours!



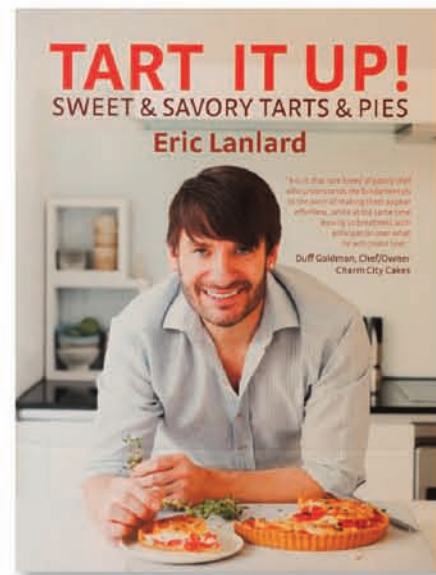
Starring in hit television programs in Britain, having authored four cookbooks and running Cake Boy café, cooking school and pastry shop, this Master Pâtissier is quite busy. With all of his current professional ventures, he still found the time for his mini U.S. book tour for his latest book, *Tart It Up!*, that just wrapped up late in 2012, during which he stopped at Nielsen-Massey's Waukegan facility for a French Pastry School event.

His book, *Tart It Up!*, delves into sweet pastries, which Chef Lanlard is well known for, and also includes savory dishes. Chef Lanlard explained that he's always wanted to write about savory baking, which often gets a bad rap.

in New York and at the Nielsen-Massey French Pastry School event. He said, "It's always nice to be able to share my passion with future pastry chefs and hopefully give them more confidence moving forward in the profession." Chef Lanlard doesn't just leave baking to the professionals, either, and thinks that creating eye-catching and great tasting pastries can be done by anyone with a passion for baking.

In fact, Chef Lanlard's books and television shows are geared towards the average Joe (or Jane). When describing his latest book, he said, "There is a big section on various pastry and step-by-step techniques; pastry is a big part of baking, and this easy-to-follow book will give confidence to even the most amateur baker." He also explained the importance of using fine ingredients.

Chef Lanlard said, "It's no secret, both for cooking and baking, always use the best ingredients. What's the point of investing time to create something and use



average ingredients?" And when it comes to vanilla, the chef has a clear choice for quality: Nielsen-Massey. His favorite products, you ask? "Vanilla Extract and Vanilla Bean Paste are my favorites, as well as the Lemon Extract," Chef Lanlard explained, "I like using the Vanilla Bean Paste as it is the closest to using fresh vanilla pods with all the glorious little seeds, and the consistency doesn't interfere with the recipes." He also offered a tip to *Vanilla Vine* readers for baking with Nielsen-Massey Vanilla

products, "To keep all of the gorgeous, complex flavors of vanilla, always try to add it to your recipes at the end, as the heat destroys some of the flavors. For example, fold it into custard when finished, instead of putting it into the hot milk."

While some chefs like to keep their techniques a secret, Chef Lanlard tries to share his tips, if only to share his passion. He said, "I was lucky to be trained under great chefs who love sharing their passion for the profession and groomed me to be the best. And now it is my turn through my cookery school, my books and TV shows to try to do the same. Sharing my knowledge and my love of baking with the viewers or readers—for me—is the biggest reward, as well as seeing people be inspired to bake because they saw me on TV or read my books."

During his tour he made several stops, and expressed that his book had a great reception at each stop and that it was an eye-opener to find out how many Americans love to bake. His favorite part of the tour, though, was talking to pastry school students at the Institute of Culinary Education



Chef Eric Lanlard

Chocolate Covered...Anything!



Just as the excitement from the holidays has worn down, and those in colder climates are really beginning to tire of frigid winter weather, a sweet little holiday makes its way into the hearts of people young and old: Valentine's Day. And what better way to surprise your sweetheart every February 14th than with chocolate!?

As a matter of fact, chocolate has been the gift to give since the mid-twentieth century. And let's face it, you can't eat roses. But when ordinary chocolate just won't do, Nielsen-Massey offers some very tempting options. Nielsen-Massey Chocolate Extract adds extra chocolate flavor to cakes and cookies, ice cream treats and cocktails. Our Peppermint Extract, a warm flavor for chilly weather, adds a minty finish to martinis, baked goods, chocolate candy and so much more!

Make this Valentine's Day extra special with Nielsen-Massey products, because nothing says "kiss me" like a little bit of flavor.

Make a Splash Next Summer with Your Retail Display!

Hot summer days and relaxed summer evenings call for summertime favorites! Impress your customers this summer with Nielsen-Massey products and create a sparkling, fresh summertime retail display!

Allow your guests to beat the season's heat by offering items for making gourmet lemonade! Create a charming lemonade stand-themed display including citrus juicers, mason jar mugs and pitchers, Nielsen-Massey Madagascar Pure Vanilla Sugar and quaint recipe cards for Honey Vanilla Lemonade.

And of course, old fashioned ice cream appeals to the kid in all of us! Create a gift set perfect for any summer get-together with an ice cream maker, ice cream scoops, dishes, and Nielsen-Massey Pure Vanilla and Chocolate Extracts!

Summer also calls for grilling, and what better Father's Day gift than some grilling tools for Dad? Set up a grill station with Nielsen-Massey Pure Orange and Lemon Extracts, which add an extra zing to grillable favorites like chicken, vegetables and seafood, along with essential stainless steel grilling tools.

Make your summertime sales sizzle with Nielsen-Massey Vanilla Products and Flavor Extracts!



Happy Hour Gets More Flavorful!

As 2013 gets rolling, signature brews and cocktails are being served up at establishments ranging from small town pubs to the swankiest of watering holes, and consumers are asking for something special with their cocktail orders: unique flavors!

Though specialty breweries have been popping up for years now, craft beers remain a much asked for beverage throughout the industry. Artisan beers will remain popular in 2013, according to

Technomic. The firm said in a release regarding 2013 trends, "Regional craft brews will star in beer-and-food pairings." Much like wine connoisseurs, beer has become a passion for patrons and will continue to be considered a culinary experience. While beer remains a favorite, fine spirits are getting their day in the sun too.

Culinary cocktails were rated as a top 2013 beverage trend in a survey of bartenders, given by the National Restaurant Association. Mixologists are looking for something special to add, and



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Bon Appétit's Seal of Approval!

Nielsen-Massey recently received *Bon Appétit's* Seal of Approval for our Madagascar Bourbon Pure Vanilla Extract and was featured in the December issue. *Bon Appétit* decides it's Seal of Approval brand with five key points: the product makes a recipe more delicious, it is decisively better than the competition, it delivers consistent high-quality performance, it offers bang for the buck, it will stand the test of time and trends (bonappetit.com). Nielsen-Massey is thrilled to receive this prestigious title for our Madagascar Bourbon Pure Vanilla Extract!