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FINE VANILLAS & FLAVORS

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

Nielsen-Massey Celebrates New Facility in The Netherlands

Nielsen-Massey is pleased to announce its recent completion of the newly renovated plant in Leeuwarden, The Netherlands. The plant was completed in July and began operation in August. Nielsen-Massey held a celebratory open house and dinner party on October 2, 2013.

During the open house, tours were given of the plant to show off the new space. Just down the road from the original facility, the new plant is nearly 3,000 square meters and roughly three times the size of the 900 square meter plant that it is replacing. Nielsen-Massey has invested approximately €3 million into the new facility, which allowed for dedicated areas for production, packaging and warehousing, along with new automated processing systems for more accurate batch processing.

"We are thrilled about the many opportunities this new plant offers us," said Matt Nielsen, managing director for Nielsen-Massey Vanillas International B.V. "Our increased production capabilities will enable us to keep up with growth, enter new markets and keep more product on-hand and warehoused to effectively meet our customers' needs."

Guests of the special event included suppliers, customers, members of the construction team and press. Also among the guests that attended were: Chef Eric Lanlard, celebrity chef of British television's

Baking Mad and celebrated cookbook author; Chef Jan Willem Jansen, President of the Pastry Team The Netherlands, and member of the 2012 team that won third place at the World Pastry Team Championship; and Chef Tuytel, who was on the Dutch National Pastry team that took home a Silver Medal at the 2005 World Pastry Cup. Chef Tuytel, who is the featured chef in this issue of *Vanilla Vine*, prepared a stunning chocolate piece that was on display at the facility.

After the open house, guests were invited to a dinner party at the Grand Hotel Post-Plaza for a cocktail hour, a three course meal and a special dessert prepared by Chef Arthur Tuytel. Each course featured Nielsen-Massey products. This event was certainly a sweet beginning of what is sure to be a continuation of Nielsen-Massey's tradition in excellence.



Chefs Showcase: Arthur Tuytel

A friend of Nielsen-Massey and attendee of the October grand opening event in The Netherlands, Chef Arthur Tuytel took some time to share with *Vanilla Vine* readers his exciting experience at the 2005 World Pastry Cup, along with his experiences as one of the world's foremost chocolatiers and pâtissiers.


arthur tuytel
CHOCOLATIER / PATISSIER



Custom Nielsen-Massey Chocolate Showpiece created by Chef Tuytel for the October Grand Opening Event in The Netherlands.

He described receiving the award as the most exciting point in his career, saying, "It was a beautiful experience! My teammates are very successful chefs now. We had a goal to achieve, and it was our first time there. We had prepared for two years, two days every week." Tuytel's team consisted of himself, Ivo Wolters and Jeroen Goosens.

When mentioning some of the challenges his team faced, he said, "Not everything went well in the beginning; a few steps back, a few steps in the right direction. This has helped me long after and throughout my career. It has helped me to make decisions. Being remembered and honored with this is also beautiful." Clearly Chef Tuytel has a passion for what he does, and this seed of passion was planted long ago, as he decided as a child that this was the career path he would choose.

After attending culinary school in The Netherlands, Chef Tuytel also studied food science. During his early career, he worked for several companies,

and worked for many years at the famous pastry and chocolate company, Huize van Wely, in numerous positions. It was there that he learned the valuable lessons of how to properly manage a company. Today, Chef Tuytel owns his own chocolate and pastry business, located in The Netherlands, where he gives workshops for non-professionals and also offers training for professionals in the areas of new recipe and product development. "It's always good if you can give other pastry chefs and people information so that they can improve themselves," said Chef Tuytel. "I want to help other pastry chefs create new things." Aside from his workshops, he also sells chocolates and pastries to consumers on his website, www.arthurtuytel.nl.

While Chef Tuytel has extensive culinary experience, he also understands the value of a combination of culinary and business skills. He explained, "It is important that people are good at business and



Beth Nielsen and Chef Tuytel at the Grand Opening Event.

good at culinary. With the best of both combined, you can have a successful company." He also attributes much of his creativity to observing the outside world. "It is important that things taste great, but they also have to look great. All kinds of things inspire me. I see different shapes walking down the street or when I am traveling. I am always looking and trying to discover something new."

And while he is always looking to new formats for inspiration, when it comes to flavors, he relies on the classics. Chef Tuytel explained that he might be more conservative with his flavor choices, saying, "If you know what consumers like, which are generally the classic flavor combinations, that's what you should stick to."

Chef Tuytel knows the importance of quality ingredients, and that's why he trusts Nielsen-Massey's high quality products, particularly noting the Tahitian Pure Vanilla Extract and whole Madagascar Bourbon Pure Vanilla Beans as two of his favorites. Just as an experience is defined by the journey that brought a person there, so too are the ingredients that make a fantastic end product.

"Vanilla is one of the most beautiful ingredients in the pastry world. With all the flavors, aromas—it's beautiful."

Spring into Freshness with Your 2014 Spring Retail Displays!

As nature begins its annual rebirth, early springtime inspires a feeling of newness and freshness. Organic and pure ingredients are at top-of-mind for consumers, and spring is the perfect time of year to showcase products of the natural and organic variety. Create earthy displays that include fine ingredients and environmentally sensitive gadgets. High-end tea sets are made complete with pure, raw honey, handpicked green tea and Nielsen-Massey Pure Rose Water, which is vegan, All-Natural, Certified Kosher, Gluten-Free Certified and Allergen-Free. Wow your customers with Nielsen-Massey's newest product, Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract displayed alongside organic and vegetarian cookbooks.

For cake decorating fans, create a display that features uniquely shaped flower cake and cupcake pans, pastel sprinkles and Nielsen-Massey products, such as sunny Pure Orange Extract, bright and fragrant Pure Lemon Extract, classic Madagascar Bourbon Pure Vanilla Extract, Madagascar Bourbon Pure Vanilla Sugar and Pure Vanilla Powder. Floral-themed gift sets make the perfect gift for Mother's day and for hostesses of Easter and Passover gatherings. Your customers look to you for their spring cooking and baking needs; let Nielsen-Massey's products help create attractive springtime displays!



Nielsen-Massey for Your Industrial Product Needs!

In the competitive world of food processing, food manufacturers are always asking themselves how they can make their foods appeal to customers and consumers, and premium ingredients are a great way to develop and market high-quality options. For baked goods, frozen foods, beverages, ice creams and much more, industrial customers can expect top-quality vanilla extracts and products as well as flavor extracts from Nielsen-Massey.

Nielsen-Massey sources the finest vanilla beans for extracts and vanilla products globally from Mexico, Madagascar, Indonesia, Uganda, Papua New Guinea and Tahiti. The company uses an exclusive cold extraction process where a solution of water and alcohol extracts the delicate flavor components from vanilla beans until the desired strength is reached. Single-, two- and three-fold vanilla extracts are offered via this process, which help maintain the integrity of the vanilla flavor notes. Nielsen-Massey also offers greater folds by using a heat and pressure method. Items like Sugarless Bourbon Pure Vanilla Extract, vanilla powders, vanilla sugars, bulk vanilla beans and flavor extracts are also available. Additionally, organic and Fairtrade options are offered.

Our in-house specialists can work with companies to create custom blends compatible with desired flavor profiles, price points or manufacturing requirements. The ability to blend vanillas from different regions and to create extracts with higher fractional folds helps Nielsen-Massey to deliver consistency and quality to customers. Superior customer service, in-plant assistance and pilot plant testing are also available, which offer support our customers can count on. Call today for your industrial vanilla and flavor ingredient needs!



Vanilla



Vanilla Wine Braised Short Ribs (Serves 4)

- 2 large yellow onions, sliced
- 4 pounds beef short ribs (8 ribs)
- salt
- pepper
- 1 tablespoon grape seed oil
- 1 cup dry red wine
- 1 teaspoon **Nielsen-Massey Pure Vanilla Extract**
- 2 teaspoons sugar
- 2 cups beef broth
- 1 (28-ounce) can diced tomatoes
- 1 (15-ounce) can tomato sauce
- juice of 1 lime
- 1 cinnamon stick
- 8 cloves garlic, minced

Directions:

Preheat oven to 350°F. Coat a roasting pan or Dutch oven with cooking spray. Evenly place sliced yellow onions in the bottom of pan; set aside. Generously season ribs with salt and pepper. Heat oil in a large skillet over medium-high heat. Add ribs and sear on all sides, about 2 minutes per side, then transfer to roasting pan; set aside. In a small saucepan, add wine, vanilla extract and sugar; whisk and place over medium-high heat, reduce by half then remove from heat. In a large saucepan add beef broth; place over medium-high heat and reduce by half. Then add tomatoes, tomato sauce, lime juice, and cinnamon stick; stir to combine and remove from heat; set aside. Pour reduced wine mixture over ribs, top with minced garlic then pour tomato mixture over ribs. Cover and place in oven. Braise until ribs are fork tender about 3-3½ hours. Turn halfway through cooking time. Serve ribs on home-style mashed potatoes and top with a spoonful of braising liquid, onions and tomatoes.

Breakfast: Still Comforting, Innovative and Healthy

Everyone has heard that breakfast is the most important meal of the day. With consumers now reaching for breakfast foods throughout the day, asking for innovative and ethnic twists, and healthier options, breakfast most certainly is an important meal for retailers, foodservice professionals and restaurateurs. Adding delicious flavor to breakfast favorites is a snap with Nielsen-Massey's vanilla and flavor products!

According to *Foodservice Director Magazine*, ingredients play a key role in attracting consumers. "More and more, better ingredients are being called out to meet demands for premium quality. Breakfast is no exception to these demands or to the desire of indulgence. While health is top of mind, indulgence is still desired," ("It's Time for Breakfast"). Nielsen-Massey products offer quality that consumers look for and can enhance any classic dish. Try using Pure Lemon Extract for making French toast topped with lemon-blueberry compote, or try our recipe for Vanilla Sugar Crepes, which uses fine-quality Nielsen-Massey Madagascar Bourbon Pure Vanilla Sugar and Tahitian Pure Vanilla Extract.

Expanded ethnic cuisines have also been a booming trend in recent years. *U.S. News & World* reported ethnic breakfast foods as a big trend for 2013, highlighting items like

"Asian-flavored syrups, scrambled eggs with chorizo, and coconut milk pancakes," ("2013 Food Trends: What's Hot at Restaurants"). Mexican breakfast items are always a hit, and using Pure Vanilla Extract in spicy huevos rancheros helps to smooth out the heat. Nielsen-Massey Rose Water also adds authenticity to Greek yogurt with rose water-honey and pears.

While indulgent and ethnic dishes still hit the comfort spot with consumers, they're also reaching for better-for-you options. *Baking & Snack* elaborated, stating, "Mintel's report on the U.S. breakfast foods market pinpointed low cholesterol/heart healthy as a top health priority for consumers when choosing breakfast foods. This was closely followed by high protein products... low fat, sugar and sodium along with high fiber and whole grain were also cited as important for manufacturers to focus on when developing new products for the segment," ("Health, Portability and Convenience are Key in Breakfast NPD, says Mintel"). Add flavor to healthy foods like whole grain pancakes, wholesome oatmeal or sugar-free syrups with Nielsen-Massey's vanillas and flavorings.

Another way to make your customers' mornings a little more delicious is by adding Nielsen-Massey Pure Vanilla Sugar and Powder to baking mixes for scones, pancakes and muffins. Use Nielsen-Massey products in breakfast bars, coffee cake and quick breads, or use Pure Vanilla Sugar to top fruit, hot and cold cereals, and baked goods. Beverages also get a lift in the morning with help from Nielsen-Massey. Pure Peppermint Extract or Pure Chocolate Extract are perfect in lattes and iced coffee, and Madagascar Bourbon Pure Vanilla Bean Paste is terrific in fruit smoothies.

Visit nielsenmassey.com for recipe inspiration and find out how Nielsen-Massey products can heighten the flavor in your breakfast foods!



Upcoming Trade Shows

Winter Fancy Food Show
January 19-21
San Francisco, CA

Canada Restaurant &
Foodservice Association
March 2-4
Toronto, ON

Natural Product Expo West
March 7-9
Anaheim, CA


Research Chefs Association,
Annual Conference &
Culinology Expo
March 11-14
Portland, OR

Catersource Conference
& Tradeshow
March 23-26
Las Vegas, NV



Breakfast Quinoa with Vanilla Cream, made using Organic Fairtrade Madagascar Bourbon Pure Vanilla Extract.

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12/13