

# Vanilla Vine

Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

## New Construction Will Expand the Waukegan Site



Artist rendering of the Waukegan facility expansion.



Nielsen-Massey Vanillas is proud to announce the expansion of their Waukegan facility. Whether it's a new product or an exciting application, development at Nielsen-Massey never stops. Now, a construction project will expand and improve our American facility.

For the first time in nearly 20 years, Nielsen-Massey Vanillas is making plans to expand their Waukegan, Illinois plant. The current building is approximately 33,000 square feet, and the addition will bring the plant to 64,000 square feet. "The main purpose behind the expansion is more warehouse space. We will be able to increase our storage capacity by four to five times our current capacity," says Craig Nielsen, CEO. New racking systems will be installed and there will be space to add new production lines.

In addition to increased warehouse and production space, plans include upgrades to the Quality Control laboratory, including new testing equipment, a larger work space, and more capacity for storage of records and paperwork. The expansion will also triple the number of offices and add more storage and meeting space in the

office area. Also included in the expansion are plans for a new, larger break room for employees. A Culinary Center will be another welcome addition to the project (see page 3 for more details). Plans are also in place to increase the number of employees in 2011, states Craig, though the exact number of new hires is unknown at this time.

Groundbreaking is expected this April, with completion of the plant portion of the project scheduled for August. Production in the existing plant will not be affected by the construction, says Craig, as the new space will be built separately, and once the expansion is done "we will break through the walls to create passageways." Office spaces are expected to be completed by December.

True to the visual aesthetic of the existing plant, new landscaping will create a beautiful setting for the new and improved Nielsen-Massey Vanillas Illinois location.

This spring and summer are sure to be exciting at Nielsen-Massey Vanillas. Ongoing information about the building project can be found in future Vanilla Vines and online at [www.nielsenmassey.com](http://www.nielsenmassey.com). ❖

### Did You Know?

- That you can put a few drops of Nielsen-Massey Vanillas Pure Vanilla Extract into your paint can and it will help eliminate the unpleasant odor.
- Nielsen-Massey Vanillas was recently featured on the [Chicagoist.com](http://Chicagoist.com), visit our website news desk to read the full article.

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Nielsen-Massey Vanillas is sponsoring Kiwi's Search for America's Next Great Young Chef! Visit our website news desk to learn more.

# From the Chef's Kitchen: Candace Nelson

Sprinkles . . . six years ago this word had one meaning, a sugary topping used to decorate sweet treats. Now, when many people hear “Sprinkles” they think of the mega successful, multi-chained Original Cupcake Bakery. We were lucky enough to interview the one and only Candace Nelson, founder of the gourmet bakery and long-time fan of Nielsen-Massey Vanillas.



Candace Nelson, Sprinkles

How does one create such an empire, manage a family, appear as a judge on the Food Network's Cupcake Wars, and remain as kind and down to earth as Candace? It must be challenging, but throughout her interview we realized she does a great job at doing just that! For starters, Candace refers to Sprinkles as a Mom and Pop bakery, which at first was hard to believe knowing the success the bakery has had. However, that doubt was short lived after Candace's response, "I am the Mom and Charles (her husband) is the Pop!" Her response evokes a smile, she goes on to explain that "Mom and Pop" is also an attitude that is reflected in the way they care for their product and customers. "There's not much hierarchy at Sprinkles so everyone knows and feels that they are working with Charles and me. We really are just one big family!"

There is something about the name, Sprinkles. Candace says that it just popped

into her head and she knew instantly it was the perfect name.

***"It's playful, simple and memorable," and we couldn't agree more!***

The first Sprinkles bakery opened in Beverly Hills in 2005. There are now eight

Sprinkles locations, and that number continues to steadily increase.

The dream of owning a bakery started at a young age for Candace. She grew up baking with her mother, "I have always loved and romanticized the idea," she says. In 2002 Candace graduated from the professional pastry program at Tante Marie's Cooking School in San Francisco, which is also where she first discovered Nielsen-Massey Vanillas.

It's hard to believe that only three years after graduating Candace opened her first of many cupcake bakeries. She explains how the idea started, "Traditionally, the baking industry spotlighted full-size cakes, and cupcakes were an afterthought. They were often made with leftover cake batter and had a reputation for being dry and saturated with artificial ingredients. After graduating pastry school, I started a custom cake business out of my house. I found myself asking, 'Why can't

*Sprinkles*  
CUPCAKES

dessert be a daily indulgence made with the same care and detail that goes into a special occasion cake?" And so the concept of Sprinkles was born." An idea that many Sprinkles, and sweet indulgent fans are grateful for!

What makes these little gourmet cakes so delectable? We know of two very important Sprinkles' ingredients, our Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract and our Pure Vanilla Bean Paste. Candace explains to us that she chose Nielsen-Massey's products over other vanillas because of the

***"superior quality, flavor and customer service."***

With six years under her belt as the cupcake guru, we wondered, how does she continue to develop creative and decadent flavors? "Sometimes I will take flavors I like in other food or drink forms, like a Chai Latte or a Salty Caramel and turn it into a cupcake flavor." Other times she will try to reinvigorate a forgotten flavor like German chocolate. Candace is even inspired by people, like her banana and peanut butter king cupcake in honor of Elvis—what a delicious inspiration!

Being a devout user of Nielsen-Massey Vanillas, Candace does have a baking tip to share with the Vanilla Vine readers, "Pre-mix vanilla with other wet ingredients so you don't forget it!"

If Candace Nelson were to describe Nielsen-Massey Vanillas in one word it would be, "Quality."

## Dark Chocolate Frosting

### Ingredients

$\frac{3}{4}$  cup (1  $\frac{1}{2}$  sticks) unsalted butter, firm, cut into small pieces  
Pinch of salt  
2  $\frac{1}{2}$  cups confectioners' sugar, sifted  
 $\frac{1}{4}$  teaspoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract  
3 ounces bittersweet chocolate, melted and cooled to room temperature  
Milk for adjusting frosting consistency

### Directions

In the bowl of an electric mixer fitted with a flat beater attachment, beat butter and salt on medium speed until fluffy, about 2 minutes. Use a rubber spatula to scrape sides of bowl when necessary. Reduce speed to low, gradually add the confectioners' sugar and beat until incorporated, about 2 minutes. Add Madagascar Bourbon Pure Vanilla Extract and beat until smooth and creamy. Add melted chocolate and beat on medium speed until incorporated. If needed, add milk 1-teaspoon at a time if frosting does not have a spreadable consistency. Avoid over mixing frosting, it should be creamy and dense.

Contributed by Candace Nelson owner of "Sprinkles".



Photos courtesy of Sprinkles

# Hot Trends Fresh Out of the Oven — Mini Pies!

Every year reputable magazines, websites and companies create major buzz around the trends to look out for in the New Year—2011 was no exception. A food trend that has now been on the radar for sometime is “small portions.” This well established trend seems to be evolving from a temporary idea into a permanent way of life.



buzzword. Mini everything: mini portions, mini desserts.” Mini plates are economical and a great way for customers to experience as many tasty items as possible. Which is why most of us choose to eat where/what we do—it’s all about the experience.

So what does the consumer want to experience? The trend watchers all seem to agree, pies will be a hot food trend in 2011. Freeman explains if

According to *Nation’s Restaurant News*, Andrew Freeman, marketing consultant for restaurants and hotels nationwide stated, “Small plates were the big buzzword over the last couple of years . . . This year “mini” is the new

he could predict only one trend for 2011, it would be the trend for pie. Also stating, “I think that we’re going to make room for pie shops in the next year .” Pie is the ultimate comfort food, but this trend goes beyond

the standard sweet pie we’ve always known. This new trend includes both sweet and savory, and of course mini pies! Even The Food Channel made small pies the number one trend on their list of “Top Ten Foods to Watch in 2011.”

With small portions, particularly pies impacting this year’s food industry, Nielsen-Massey Vanillas understands the importance in creating a memorable burst of flavor in every bite! Upscale your small pies in a big way by adding any one of Nielsen-Massey Vanillas’ high quality products. Some tasty ideas include: Pure Chocolate Extract in French silk pie, Madagascar Bourbon Pure Vanilla Extract in apple pie, Pure Lemon Extract in lemon chicken pot pie, Tahitian Pure Vanilla Extract in cherry pie, Mexican Pure Vanilla Extract in pumpkin pie, or even enhance your pie dough with our PureAlmond Extract.❖



## THE ICING ON THE cupCAKE . . . Candace Nelson fun facts.

- Candace lived in Southeast Asia, including Indonesia as a child and on-and-off throughout her adult life.
- Aside from spending time with her husband and two sons, Candace enjoys looking at contemporary art.
- Sprinkles in Chicago opened July 26th of 2010 with the help of Bill and Giuliana Rancic.
- Most people would be surprised to find out that Candace used to work at an investment bank.
- The most memorable experience in Candace’s career is when she flew the redeye to Chicago with 300 cupcakes as carry-on luggage, to be featured on the Oprah Winfrey show.

## Culinary Center a Welcome Addition to the New Space

### Chefs Rejoice!

The new Nielsen-Massey Vanillas Culinary Center will provide an ideal venue for the talents of local and visiting chefs, bakers and students.

The Culinary Center will be available for use for research and development, demonstrations, guest chefs, and culinary classes. Research chefs will use the space to develop new recipes, products and applications. Guest chefs will be able to prepare dishes to showcase their expertise with vanilla and other Nielsen-Massey flavorings in the new demo kitchen. Students will be able to personally observe the application of all of Nielsen-Massey’s line of products, analyzing the characteristic aromas and tasting the distinctive flavors of Pure Vanilla as they go.

The new kitchen facility will double the size of the current office/reception area. The Culinary Center will include a professional stove, ovens (both convection and conventional), ample counter space, and seating for 20 observers.

The Culinary Center will have video equipment as well, providing an opportunity for chefs to record their use of



Nielsen-Massey Vanillas’ products in different applications. Videos will be very useful for the training and education of culinary students, brokers and buyers, and others interested in learning professional techniques and tips in the use of Pure Vanilla and other flavors.

The new Culinary Center is due to open in December, as the crowning jewel in the new 31,000 square foot expansion the company is constructing this year.

Chefs everywhere are jubilant with anticipation.❖

## Behind the Bean



John Ruffolo

In this issue of the *Vanilla Vine*, Nielsen-Massey Vanillas is proud to introduce John Ruffolo. John is responsible for picking and shipping all of the orders sent via UPS and FedEx

ground at the Waukegan, Illinois facility. He has been a part of the Nielsen-Massey team for seven months. John is responsible for fulfilling a large number of orders daily. With constant shipment requests taking place, John easily stays busy throughout his

work day. However, John often makes time in his busy schedule to lend a helping hand to wherever is needed.

John takes his job seriously and is a well rounded employee, as shown by the certifications he has earned. John is Hazmat certified; safety trained, has studied conflict resolution, and has training in ergonomics and 5-S. Outside of work John enjoys things like sports and spending time with his family. He resides in Kenosha, Wisconsin with his wife and three kids. He is the proud father of two sons and a daughter. Although John has only been at Nielsen-Massey Vanillas for a short time, his enthusiasm and dedication to his job has made him a valuable asset to the team. ❖



## It's Not Too Early to Plan for Fall

The daffodils are just barely up, but it's not too early to start thinking about merchandising for back to school and fall holiday sales!

This year, with a national emphasis on kids' nutrition, why not highlight back to school baking ingredients that add a nutritional pop to traditional treats? Feature whole grains such as oatmeal, whole wheat flour, rye flour and also gluten-free ingredients for cookies, muffins, and after school snacks. Of course, vanillas and other flavorings from Nielsen-Massey Vanillas are a great way to add interest and flavor without added calories, sodium or harmful additives. Nielsen-Massey Organic Pure Vanilla Extract is a perfect complement to whole grain and gluten-free ingredients. This vanilla is made from the highest quality organically grown vanilla beans and certified organic alcohol.

When the autumn holidays roll around, why not emphasize adding nutrient-rich ingredients such as pumpkin, squash or carrots to typical holiday goodies? Pumpkin cookies made with oatmeal are a yummy and healthy treat. The addition of a teaspoon of Nielsen-Massey Pure Orange Extract can add a flavor burst that is heavenly—and wholly unexpected. Dress them up for Halloween with dried fruits and nuts and show your customers new tricks for traditional treats! ❖

## Here's to Your Health: Spring Cleaning



### Green Cleaning

As the snow finally begins to melt in our not so warm climates, it's that time of the year again most of us dread for only one reason—spring cleaning! It's exhausting when you spend hours cleaning your home from top to bottom. Even frustrating, trying to get that sparkle clean look which sometimes goes unnoticed. Nielsen-Massey Vanillas has a spring cleaning tip that always gets recognition, scent. Smell is one of our strongest senses, and

nothing says clean like the fresh scent of vanilla!

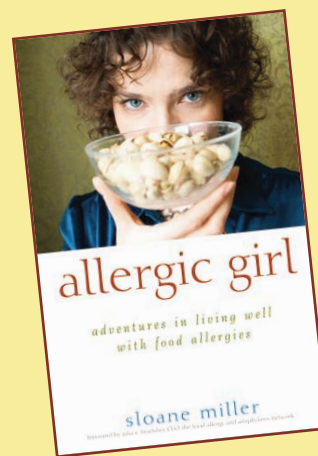
Here are some great homemade air fresheners to try. Fill a large sauce pan with water and add 2-3 teaspoons of our Madagascar Bourbon Pure Vanilla Extract or our Pure Lemon Extract. Simmer, and replace water as it evaporates. It's economical and the scent will linger throughout the house, signaling the "clean" feeling you've been looking for. Also to refresh the scent in your car, break one of our Whole Vanilla Beans in half and place it underneath the seat in your car for a lasting aromatic scent. ❖

## Where to Find Us . . .

### Upcoming Shows and Events

World Pastry Forum  
July 3-7, 2011  
U.S. Pastry Championship  
July 8-9, 2011  
Phoenix, Arizona

57th Summer Fancy Food Show  
July 10-12, 2011  
Washington, DC  
Booth #430



Did You See?

## Check Out Sloane Miller's New Book

Sloane Miller, Nielsen-Massey's friend and food allergy expert, recently published a book called *Allergic Girl: Adventures in Living Well with Food Allergies*. She has been living with food allergies since she can remember and chooses Nielsen-Massey's allergy free products for her dishes. Check out her new book at:

[http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470630000\\_descCd-buy.html](http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470630000_descCd-buy.html). ❖



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Leeuwarden, Netherlands &  
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Issue 1 2011

NielsenMassey.com

3/11