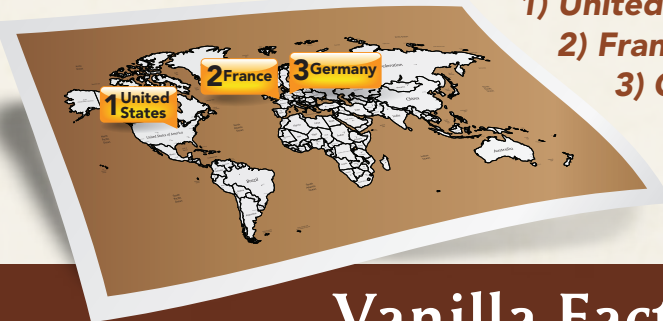


## Largest consumers of vanilla

- 1) United States
- 2) France
- 3) Germany



## Vanilla Facts: Did you know?

By Nielsen-Massey Vanillas

Over **300** different complex flavors are extracted from the **vanilla bean** through Nielsen-Massey's proprietary cold extraction process.



### THE COAT OF ARMS

**Vanilla Orchid:**  
The only edible fruit bearing member of the orchid family.

**Fleur de Lis:**  
Purity and perfection

**Pegasus:**  
Represents creativity and new ideas

**Tree:**  
Family owned, third generation company

**Madagascar Bourbon Pure Vanilla Extract:** is not made with the popular American liquor, bourbon. The name comes from the once French-owned Ile de Bourbon, or Bourbon Islands, of which Madagascar is the largest.



**2,500–2,700 tons** of vanilla beans are estimated to be produced worldwide.

Nielsen-Massey Vanilla produces **4 times** as many gallons of **Pure Vanilla** than they did in 2004.



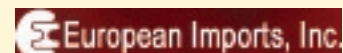
It takes approximately **84** vanilla beans to make one gallon of Nielsen-Massey single fold strength vanilla.



**Thomas Jefferson** was credited as the first American to bring **vanilla** to the U.S. when he was the ambassador to France.



## What Our Customers Say about Us



"Nielsen-Massey's product quality and reputation is a perfect fit with our company. As a brand, they produce a product that I can recommend without hesitation."

– Karl Helfrich,  
Pastry Product Specialist,  
European Imports, Inc.



"Nielsen-Massey offers, without a doubt, the best vanilla and flavor extracts available to the industry. Excellent customer care is hard to find these days, and everyone at Nielsen-Massey makes customers feel appreciated and welcome."

– Nicholas Lodge, Pastry Chef & Cake Artist,  
International Sugar Art Collection



"Over the years we have come to know and trust the Nielsen family to maintain their rigorous standards and supply consistently excellent vanilla - the very best, always."

– Marc Schulman, President,  
Eli's Cheesecake



"After 30 years of working with Nielsen-Massey, I can say that trust is what I value most about our relationship. Having worked with them for so many years, I look at them as friends—family first and business partners second."

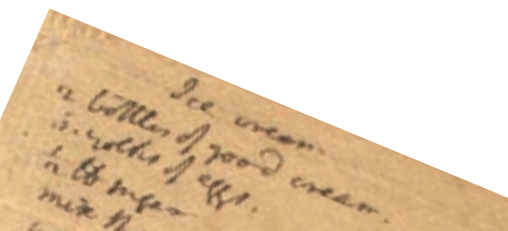
– Keith Robbins, President,  
Bubbies Homemade Ice Cream and Desserts, Inc.



"I am extremely pleased to be the brand ambassador for Nielsen-Massey in the UK. For years I have been teaching people through my books, interviews and classes the importance of using quality ingredients for the best baking results—Nielsen-Massey products are no different. The company is dedicated to producing a premium product."

– Eric Lanlard, Master  
Pâtissier, Cake Boy

Vanilla ice cream was first made popular in the U.S. by Thomas Jefferson when he brought a recipe back with him from France, where this creamy treat originated. While recipes have changed since 1789, vanilla remains the most popular ice cream flavor in the world today. Here is a cherished family recipe from Chat Nielsen, Jr., a vanilla ice cream enthusiast himself.



### Chat Nielsen Jr.'s Vanilla Ice Cream Recipe

- 16 fl. oz. whipping cream
- 16 fl. oz. pint half and half
- 1 cup sugar
- 1 tablespoon **Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract** or **Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste**
- 1/8 teaspoon salt

#### Directions:

Mix all ingredients until sugar dissolves. Cover and chill until ready to use. Follow the manufacturer's directions on your ice cream maker to churn and freeze ice cream.

Image (right): Thomas Jefferson's original vanilla ice cream recipe from 1789 (loc.gov).

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# Vanilla vine



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

## Following in the Footsteps of Excellence

Nearly ten decades ago, Chatfield Nielsen, Sr. began a journey to provide quality vanilla and flavor products, along with exceptional service. A company with over 100 years of expertise in the vanilla and flavor industry, Nielsen-Massey continues to provide their customers with the very best.

Today at the Nielsen-Massey facility, located in Waukegan, Illinois, you might find Craig Nielsen on the phone with a long-time customer, Matt Nielsen working with an international contact, or Beth Nielsen coordinating with the local culinary school for an educational demonstration in Nielsen-Massey's state-of-the-art test kitchen. Since the company's 1907 inception, the facility has moved locations and dramatically changed technologically. However, one thing that hasn't changed is the fervor that the Nielsen family and their employees have for the company and the detail that they put into every bottle. Like their grandfather and parents, Chat (Jr.) and Camilla Nielsen, the current generation is focused on their customers and the quality of the products they make.

"I think our parents really tried to instill in us values that have helped our business grow," said Craig. "We



Chatfield Nielsen, Sr., (top)  
Chatfield Nielsen, Jr. (left) and Camilla Nielsen (right)

put people first—plain and simple. Our grandfather and parents set the precedent for this. Due to the company's long-standing appreciation for our customers, we make sure to go the extra mile when it comes to quality."

With such a rich history in vanillas and flavors, Nielsen-Massey has remained true to its roots after all of these years.

"One of the biggest factors that has made Nielsen-Massey successful is our deep and involved history with vanillas and flavors," Matt explained. "What did we make in 1907? Vanillas and flavors. We don't stray from what we do best. It's our family's passion."

The continued close involvement of the family has also ensured quality.

"We have been, and still are, a family-owned and managed company," said Beth. "From the quality of the beans that we import to final production, our family is very hands-on. We consider our employees and customers to be family, so we want to give our family the best."

With a rich past in vanilla and flavors, Nielsen-Massey is sure to have an even sweeter future.



Matt, Beth and Craig Nielsen continue the legacy.



# NIELSEN-MASSEY HERITAGE TIMELINE

## Early 1900's

1907 - Massey's is founded by Otis Kline and Richard Massey in Sterling, Illinois, making vanillas, flavors and aromas for the cleaning industry.



## 1910's

1917 - Massey's move to Chicago & Chatfield Nielsen, Sr. joins the company.



## 1920's

1927 - Leading the company, Richard Massey & Chatfield Nielsen, Sr., position the company as the "Vanilla Specialists," selling primarily to food manufacturers.



## 1930's

1937 - A curing facility in Mexico opens, ensuring a consistent, high quality supply of Mexican Vanilla Beans.



## 1950's

1954 - Chatfield Nielsen, Sr. purchases the company from the Massey family.



## 1960's

1963 - Chat Nielsen is appointed vice president and Chatfield Nielsen, Sr. changes the company name to Nielsen-Massey Vanillas.



## 1970's

1979 - Camilla Nielsen, Chat's wife, joins the company.



Chat Nielsen takes the lead as company president and the company evolves to be "Pure Vanilla Specialists."

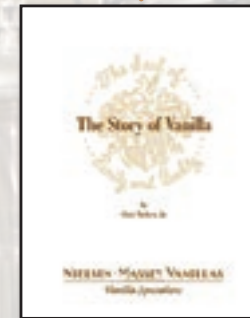
## 1980's



1981 - Retail packaging is first introduced.



1984 - The company moves to Lake Forest, Illinois.



1985 - Chat writes his own "Story of Vanilla" booklet.

1986 - Craig Nielsen joins the company as vice president.

## 1990's

1992 - Nielsen-Massey moves to Waukegan, Illinois, increasing production 30% and doubling the facility size.



1994 - Matt Nielsen joins the company.



1995 - Madagascar Bourbon Pure Vanilla Powder is launched.



1995 - Nielsen-Massey Vanillas International, LLC opens in Leeuwarden, The Netherlands.

1996 - Certified Organic Vanilla Extract is offered, which is one of the first of its kind.



1998 - Madagascar Bourbon Pure Vanilla Bean Paste is first offered.

## Early 2000's

2002 - Pure Vanilla Extract, a blend of various vanilla sources, is introduced.



2005 - Nielsen-Massey reintroduces flavors with Pure Flavor Extracts.

2005 - Craig Nielsen is named CEO, Matt Nielsen COO and Camilla Nielsen retires, remaining chairman of the board.

2006 - Beth Nielsen joins Nielsen-Massey as Chief Culinary Officer, Director-International and Nielsen-Massey is one of the first ingredient companies to introduce gluten-free certified vanillas and flavors.

## 2007 ~ Present

2007 - Nielsen-Massey celebrates their 100 year anniversary, launching a limited edition 100 year vanilla bottle and writing their award-winning corporate cookbook, "A Century of Flavor."



2011 - A new corporate brand logo and retail label is introduced.



2012 - The Waukegan facility completes an expansion, adding nearly 30,000 square feet of warehouse, production and office space along with a state-of-the-art demo kitchen.

2013 - Certified Organic Fairtrade Vanilla Extract is introduced to the retail market.



2013 - A new plant is completed to replace the Netherlands facility.

