

# Fall Retail Displays for Savory Thanksgiving Appetizers

Issue 2, 2015



## Breaded Veal Meatballs with Vodka Sauces



It's never too early to begin planning for the holidays, and did you know Nielsen-Massey is a perfect match for the savory side? This Thanksgiving, whet their appetites with savory hors d'oeuvre ideas.

Retro Deviled Eggs are always a hit, and making them upscale is as easy as including a touch of Pure Lemon Extract and Madagascar Bourbon Pure Vanilla Powder. Showcase a recipe card for this unique starter alongside Nielsen-Massey products and beautiful serving platters.

Attractive cheese plates are a staple at family gatherings; include attractive wood or slate cheese board options, wine and cheese pairing books and ingredients to make savory chutneys, such as Nielsen-Massey's Pure Almond Extract.

Meatballs are a favorite finger food. Nielsen-Massey's delectable Madagascar Bourbon

Pure Vanilla Bean Paste can be used to make upscale Breaded Veal Meatballs with Vodka Sauce. Display appetizer plates, stainless steel appetizer picks and Nielsen-Massey's luxurious products.

Offer inspiration this holiday season by including Nielsen-Massey's fine vanillas and flavors in your display!



## Retro Deviled Eggs



Find both the meatball and deviled egg recipes by scanning QR Code on photos or visit [NielsenMassey.com/Recipes](http://NielsenMassey.com/Recipes).

## Upcoming Trade Shows

**NRA Show**  
May 16-19  
Chicago, IL

**Summer Fancy Food Show**  
June 28-30  
New York, NY  
Booth# 1559

**Pastry Live**  
August 23-25  
Atlanta, GA

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

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# Vanilla vine



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## Nielsen-Massey International Commits to Rigorous Certification Processes

In the ongoing commitment to assure its customers of their dedication to producing the world's finest food ingredients, Nielsen-Massey International has recently received the British Retail Consortium's Certification. The British Retail Consortium (BRC) Certification program is one of the most rigorous standards recognized by the Global Food Safety Initiative, established in 2000. The Global Food Safety Initiative requires strict quality control and documentation procedures, along with third-party audits to ensure the highest production standards are met. A stringent safety benchmarking process is employed which improves cost efficiencies throughout the food supply chain.

In order to receive BRC Certification, Nielsen-Massey has taken great strides in their Netherlands facility to make certain their products are produced in a safe, healthy and hygienic environment, allowing products to be used with confidence by customers. Nielsen-Massey must pass evaluations of process machinery, raw materials and manufacturing, as well as provide

verification that all ingredients, personnel and equipment meet strict quality standards.

Ongoing commitment from senior management is required in order to guarantee that the resources, time, training and personnel are devoted to provide the documentation necessary to maintain BRC Certification in every step of the production cycle. It necessitates transparency in all operations and for all senior management to embrace and sanction the program's implementations, including HACCP, Food Safety and Quality Management Systems, Site Standards, Product Control, Process Control and Personnel.

In this age of food safety awareness, Nielsen-Massey recognizes the need for globally and nationally recognized standards for food safety, quality and healthy products. The company accepts the challenge to deliver proof of such quality through third-party auditing systems.

*Due to their strict quality control standards, Nielsen-Massey is able to consistently produce quality products.*



Nielsen-Massey's pristine, state-of-the-art extractor tanks.

## Employee Profile: Christopher McFadden



- Christopher joined Nielsen-Massey two and a half years ago and currently works in the warehouse.
- Some of his responsibilities include shipping and receiving, product returns and inventory.
- His favorite Nielsen-Massey product is the Tahitian Pure Vanilla Extract, and his go-to dessert is lemon meringue pie.
- Christopher lives with his family in North Chicago.
- He enjoys basketball, music and electronics.

# Chefs Showcase: Chef John Kraus

Few have experienced the thrill of competing in the Coupe du Monde de la Pâtisserie. Even fewer have experienced the excitement of making it onto the podium. Chef John Kraus, esteemed pastry chef and

team captain of the 2015 Bronze Medal U.S. Pastry Team, gave us some insight into what the life-changing event was like.

"It was a year of real focus and work, and we were really pleased to be on the podium. It was the first time for the American team to be on the podium in 10 years and it felt surreal," Chef Kraus explained. "Our team worked so well as

a unit and we were so comfortable with our coaches. Everything was geared for a positive experience. There was never an argument, only a solution."

He also commented on the overall comradery at the event. "The whole competition is so special. Everyone involved pushed toward the end goal of embracing the art of pastry. There was no patriotism, just appreciation for the craft."

With a top-notch team, great attitude and dedication, it is no mystery as to why Chef Kraus has been so successful, both at this event, and throughout his career. His advice to those coming up in the industry: "Keep your head down! It's all about absorbing as much information as you can. Stay focused and don't miss a beat—there is always something new to learn."

While winning Bronze was quite an honor, he says his greatest achievement has been opening his own business, Patisserie 46, located in Minneapolis, Minnesota, with his wife and brother-in-law. His business exemplifies his down-to-earth demeanor, with his menu consisting of approachable, non-pretentious choices. The chef said, "Pastry is for everyone, I want everyone from all walks of life to enjoy what it provides in the moment." And though he has had great career success, Chef Kraus remains humble and

focused on what is important: doing what he loves and providing his customers with the very best.

We first got to know Chef Kraus when he worked for the renowned French Pastry School in Chicago, Illinois, over a decade ago. It was then that Chef Kraus also developed an appreciation for Nielsen-Massey products. Today, he still uses Nielsen-Massey products for offering his customers outstanding menu items. "We are particularly fond of the Mexican, Tahitian and Madagascar Bourbon Vanilla Beans and Extracts. We also use the Madagascar Bourbon Pure Vanilla Bean Paste, and Pure Peppermint and Lemon Extracts quite a bit."

He also knows the importance of choosing the right product per application.

*"Each bean is specific to what you are making. When making something spicy, I use Mexican Vanilla Beans; with something cold infused or fruity, Tahitian Vanilla Beans. And I use the Madagascar Bourbon Vanilla Bean for everything; that's my favorite."*

With an impressive career, a Bronze Medal from the Coupe du Monde de la Pâtisserie, and a successful business, hard work and quality ingredients have indeed landed him a very sweet spot at the top.

**To learn more about Patisserie 46, visit [patisserie46.com](http://patisserie46.com), or find the shop on Facebook or Instagram.**



Chef John Kraus



Chef Kraus at the Coupe du Monde de la Pâtisserie

Photos courtesy of Paul Strabbing Photography.

# How Sweet it Is: Coupe du Monde de la Pâtisserie 2015 Overview



Nielsen-Massey had the great pleasure of attending the 2015 Coupe du Monde de la Pâtisserie Finale, which was held in Lyon, France, January 25-26. And what an event it was! The world's best and brightest pastry chefs and

confectioners competed, turning out impressive showpieces that required the utmost of creativity.

Along with the stunning pieces the teams dreamt up, Matt Nielsen commented on the other most memorable part of the show: the mutual respect and sportsmanship among the competitors. "The U.S. in particular really showed their willingness to help others. For instance, Chef Scott Green, member of the U.S. team, noticed half way into the competition, the Guatemalan team's lamp was not working, so he lent them his lamp. That's what it is all about."

The U.S. pastry teammates also chimed in about the great sportsmanship demonstrated throughout the event. "Team Japan's truck did not have a lift gate so we backed our truck up

to theirs to help unload," said Chef Josh Johnson. "We also helped the UK team move their equipment to and from their broken truck. It was just the right thing to do."

Chef Scott Green reminisced on how inspiring meeting all the other chefs from around the globe was. "We met the Guatemalan team the day before on the competitor bus. They were very nice and really excited to be representing their country for the first time. They put together a team and made it to France with so little financial support; it was just an incredible example of determination that they were there. They were really inspiring."

With the company rooted in the culinary arts, Nielsen-Massey was proud to be a sponsor of the U.S. Pastry Team and attendee of this terrific international event.



(left) The Pastry Team USA's award winning showpiece made of chocolate and sugar. (right) Taking home the Bronze Medal.

Photos courtesy of Paul Strabbing Photography.

# Nielsen-Massey Homebrew Challenge Overview

Late in 2014, Nielsen-Massey, in partnership with CHAOS Brew Club, challenged homebrewers in the Chicagoland area to create a sudsy masterpiece for their second annual Homebrew Challenge.

This competition brought in 38 unique brew submissions, all of which were required to use at least one Nielsen-Massey product. Qualified judges sipped the beer entries and named three winners on December 6 at the Derby Bar and Grill in Chicago. Patrick Elder was awarded first place for his Rosewater Blonde Ale. This cream ale featured Nielsen-Massey's Rose Water, which subtly complemented the base style. Judges agreed the floral notes perfectly accentuated the subtle malt flavors.



From left to right: Nancy Rockwell, James Lewis and Craig Nielsen



Kyle Nordquist's Invisibility Cloak, which featured Pure Chocolate and Coffee Extracts took second; and Dan Reinhold placed third for his XXXmas Ale, which included Pure Peppermint Extract. Nielsen-Massey would like to thank CHAOS Brew Club, participating Chicagoland brew clubs, entrants and judges for a very successful competition.

Be sure to check out Craig Nielsen's interview regarding our recent homebrew challenge on our YouTube channel: [youtube.com/nielsenmassey](http://youtube.com/nielsenmassey) or scan the below QR Code.

Top 3 Winning Brews

