



# NIELSEN · MASSEY VANILLAS

INCORPORATED

*Pure Vanilla Specialists*

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## Nielsen-Massey Vanillas Receives Specialty Food Industry Award for Third Year in a Row

*Madagascar Bourbon Pure Vanilla Bean Paste Named 2011 sofi™ Silver Finalist by NASFT*

**WAUKEGAN, ILLINOIS** (May 12, 2011) – For the third year in a row, Nielsen-Massey Vanillas has been named a 2011 National Association for the Specialty Food Trade, Inc. sofi™ Award Silver Finalist. Its Madagascar Bourbon Pure Vanilla Bean Paste has been selected by a national panel of specialty food experts for the second year in a row. Since 1991, Nielsen-Massey Vanillas has been honored with 4 Silver and 1 Gold sofi™ Award.

“We are dedicated to producing the highest quality vanilla and pure flavor products in the industry as proven by our numerous sofi™ Awards. We are honored to once again be named a Silver Award Finalist”, said Matt Nielsen, Chief Operations Officer of Nielsen-Massey Vanillas.

The sofi™ Awards recognize excellence in specialty foods and beverages in 31 categories and are a coveted industry honor. This year 110 finalists were chosen from about 1,657 contenders. The awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 2,900 members throughout the U.S. and abroad. “Sofi” stands for Specialty Outstanding Food Innovation.



Courtesy of NASFT. Photography by Mark Ferri.

Nielsen-Massey’s Madagascar Bourbon Pure Vanilla Bean Paste is listed under the Outstanding Baked Good, Baking Ingredient or Cereal category along with four other products. Madagascar Bourbon Pure Vanilla Bean Paste is made with Nielsen-Massey’s famous Madagascar Bourbon Pure Vanilla Extract with the addition of real seeds from the vanilla pod, combined in a slightly viscous base. It is used whenever the distinctive look of vanilla seeds is desired. Pure Vanilla Bean Paste is used measure for measure the same as Pure Vanilla Extract or to replace whole vanilla beans in recipes. As with all other Nielsen-Massey’s products, it is Allergen-Free and certified Kosher and Gluten-Free.

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Gold winners will be announced during a red-carpet ceremony July 11, 2011 at the Summer Fancy Food Show in Washington, D.C. hosted by noted chef Cat Cora.

### **About Nielsen-Massey Vanillas**

Throughout its more than 100 year history, Nielsen-Massey Vanillas has earned its reputation as a manufacturer of the finest extracts in the world. The full line of Nielsen-Massey's Pure Vanilla products include: Vanilla Beans and Extracts from Madagascar, Tahiti and Mexico; sugar and alcohol-free Madagascar Bourbon Pure Vanilla Powder; Madagascar Bourbon Pure Vanilla Bean Paste; Madagascar Bourbon Pure Vanilla Sugar and Certified Organic Madagascar Bourbon Pure Vanilla Extract and Beans.

Nielsen-Massey Vanillas recently introduced a line of Pure Flavors: Pure Chocolate Extract, Pure Almond Extract, Pure Orange Extract, Pure Lemon Extract, Pure Coffee Extract, Pure Peppermint Extract, Orange Blossom Water and Rose Water. All Nielsen-Massey products are Allergen-Free and certified Kosher and Gluten-Free. The company is headquartered in Waukegan, Illinois, with production facilities in Waukegan and Leeuwarden, The Netherlands.

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*For more information about Nielsen-Massey Vanillas and its products please contact Gardi Wilks, 847-556-7511, [gwilks@savoragency.com](mailto:gwilks@savoragency.com). To view the Nielsen-Massey Vanillas product lines visit [www.nielsenmassey.com](http://www.nielsenmassey.com).*

**Mission statement** "Quality excellence is the foundation for the management of our business and the basis for our goal of customer satisfaction."

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