



# NIELSEN · MASSEY<sup>®</sup>

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## FINE VANILLAS & FLAVORS

FOR IMMEDIATE RELEASE

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### **Chicago-based Nielsen-Massey Vanillas Expands; Celebrates with Groundbreaking Ceremony**

**WHAT:** After more than 100 years in business, Nielsen-Massey Vanillas will soon be bigger (and better) than ever. The family-owned company is expanding its facility to include a test and demonstration kitchen, an extra 24,000 square feet of manufacturing and warehouse space and 4,800 square feet of office space.

Nielsen-Massey will be hosting a groundbreaking event to celebrate this expansion on Wednesday, August 10. Guests at the groundbreaking event will be able to tour the current facility and learn how vanilla extract is made.

Third-generation family owners Craig, Beth and Matt Nielsen will also speak about the renovation and how the new additions will benefit Nielsen-Massey in the future. The renovations are expected to be completed in December 2011.

**WHO:** The Nielsen-Massey family, including Craig Nielsen, chief executive officer, Matt Nielsen, chief operations officer, and Beth Nielsen, chief culinary officer, will be attending. Other expected attendees will include Nielsen-Massey employees, ARCO/Murray National Construction Company, city officials and other community members.

**WHEN:** Wednesday, August 10  
10:30 a.m.

**WHERE:** Nielsen- Massey Vanillas  
1550 Shields Drive  
Waukegan, IL 60085

#### **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, contact:

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