



**Progressive
GROCER**

PREMIUM FLAVOR, PURE INGREDIENTS

Sales of clean label products are surging, as consumers seek transparency in food and beverage products and from manufacturers.

AT A PREMIUM

68%

of consumers say they are willing to pay more for food products that don't contain ingredients they think are bad for them.

39%

of consumers are willing to switch to a new brand if they believe it provides clearer, more accurate product information.

WHAT IS CLEAN?

CLEAN LABEL ATTRIBUTES CAN INCLUDE:

- No artificial ingredients, flavors or colors
- Non-GMO
- Pure
- Natural
- Minimally processed
- Organic

A CENTURY OF CLEAN LABELS

CLEAN LABELS ARE NOTHING NEW FOR NIELSEN-MASSEY

For more than a century, Nielsen-Massey Vanillas has provided high-quality pure vanillas and fine flavor extracts, sourcing beans and ingredients from trusted suppliers in the world's best growing regions.

We inspect each bean to ensure it meets our strict quality standards

PURE FLAVOR, TRANSPARENT LABELS

NIELSEN-MASSEY EXTRACTS ARE:

- All-natural
- Kosher
- Gluten-free
- Allergen-free
- Non-GMO
- We also offer a selection of organic and fair trade products

A WORLD OF FLAVOR POSSIBILITIES

CLEAN, SIMPLE AND PURE DOESN'T MEAN LIMITED

Vanilla products and flavor extracts can take almost any recipe from good to great. Whether you are baking, cooking or mixing a cocktail, Nielsen-Massey's vanilla products and flavor extracts help to intensify your favorite flavors. Nielsen-Massey's products are high-quality and versatile — they can be the star of a recipe or simply enhance other flavors.

With over 30 vanilla varieties and flavors to choose from, Nielsen-Massey's premium brand has your customers and their families covered.



NIELSEN·MASSEY
FINE VANILLAS & FLAVORS

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