

Vanilla Extracts and Flavors

The World Leader In Vanilla Extracts And Flavors

During our 85 years in the vanilla business, McCormick has not only become the world's largest and most trusted supplier of vanilla extracts and flavors, but has also accumulated a wealth of vanilla research, experience and technology that enables us to develop virtually any vanilla flavor for any application.

Vanilla is the world's most popular flavor and McCormick is positioned to provide a wide range of vanillas for any application, whether for use in the home or in the production of full and reduced-fat ice cream, yogurt, beverages, baked goods, cereals and confections. McCormick also is acknowledged as an innovative leader in the use of vanilla as a masking or mellowing agent in compound flavors.

Quality Assurance, From The Standard Of Identity To The "Pledge Of Purity"

Working closely with the Food and Drug Administration in 1965, McCormick was instrumental in establishing the Standard of Identity for vanilla extract. To this all-important measure of protection, McCormick Flavor adds its own "Pledge of Purity," assuring customers that the vanilla products they order are warranted to contain the exact vanilla type specified on the label with no exceptions.



Do Your Business a Flavor!™



Searching The World for Superior New Vanilla Sources

Though all vanilla beans share certain flavor notes, McCormick Flavor is capable of producing custom vanilla extracts or flavors for any application. This product distinction begins with our global sourcing of the best and the most flavorful varieties of the basic types of vanilla beans - Bourbon, Bourbon-like, Indonesian, Mexican and Tahitian.

Working with these and other emerging sources of vanilla beans, McCormick helps local farmers develop cultivation and curing methods that are more productive and also result in greater bean quality and standardization. This means consistent quality and price for our customers.

Your Source Of Unsurpassed Technical Knowledge

McCormick is highly knowledgeable about vanilla beans and the sometimes very subtle differences in their flavor profiles. McCormick's flavorists, specialists in vanilla, have extensive experience in blending these profiles to meet your target flavor and cost parameters. Our food scientists, who also are vanilla experts, have a thorough knowledge of a variety of food bases to ensure that the vanilla is completely compatible with your formulation.

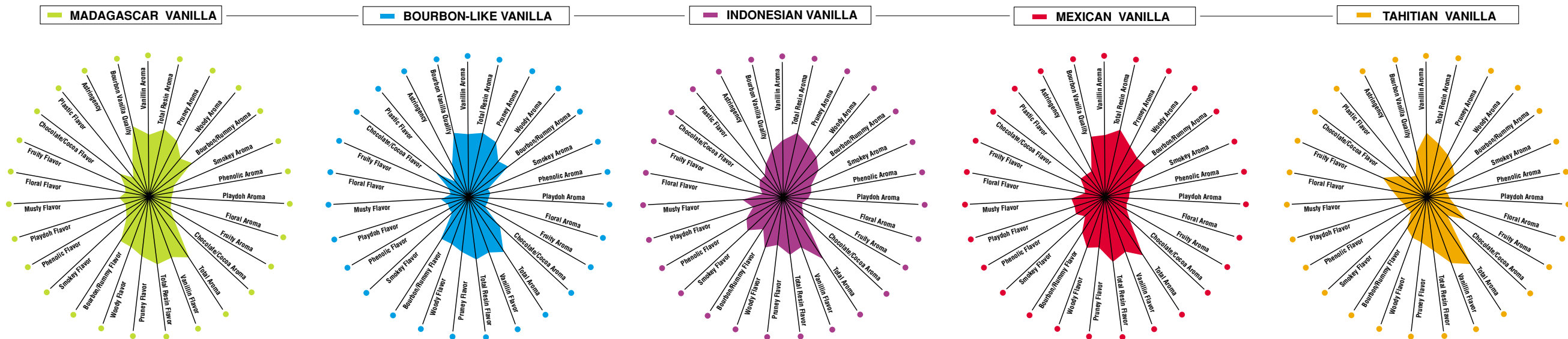


Manufacturing Skills That Refine Flavor Profiles

As the world's leading supplier of vanilla products, McCormick has an unparalleled command of production techniques. Thoroughly experienced in both hot and cold percolation techniques for extraction, we can employ subtle processing variations to create vanilla flavor profiles that meet customers' exact specifications.

Major Types Of Vanilla

Pure vanilla extract is characterized by its delicate fruity, sweet, spicy flavor and aroma, which is a complex mixture of natural ingredients. Resinous, pruney, woody, floral/perfumey and rummy notes are also commonly associated with vanilla. Sensory graphs, or flavor profiles, with the text describing each of the major bean types, are presented here to delineate their flavor differences.



Bourbon Vanilla - grown in Madagascar, Reunion, and the Comoros Islands, Bourbon beans are considered the world's-finest, with a delicate rummy taste and sweet aroma.

This vanilla is very similar in characteristics to Bourbon Vanilla. In recent years, a number of Indonesian growers have significantly improved the cultivation, growing, and curing of their beans, using methods similar to those employed in Madagascar.

Indonesian Vanilla - a number of new growers in the islands of Sulawesi and Flores have improved their cultivation and growing. Our partner, Cooperative Business International, uses curing techniques to produce a bean that rivals Bourbon beans high in flavor and aroma.

Mexican Vanilla - these beans are of good quality and, though they have a lower vanillin content than Bourbon beans, they are noteworthy for their woody-resinous flavor.

Tahitian Vanilla - classified as a different species, the Tahitian bean is useful in blends where its distinctively sweet, coumarin flavor and floral character are desired.



A Full Line Of Quality Vanilla Extracts And Flavors

Vanilla Extracts & Flavors

PURE EXTRACTS

Bourbon, Bourbon-like, Indonesian, Tahitian, and Mexican; available in a wide range of strengths from 1-fold to 20-fold.

CUSTOM BLENDS

Proprietary blends of multiple bean types for custom profiles in strengths from 1-fold to 20-fold.

SPECIALTY PRODUCTS

Première™ Vanilla - a specially processed, rummy vanilla extract.

Flav-R-Clear™ - a clear vanilla flavor available in a variety of vanilla-type flavor profiles, strengths and carriers.

VANILLA FLAVORINGS

Unique natural and artificial, and artificial flavors to suit specific needs.

- Vanilla-Vanillin Blends • Vanilla Butternut • French Vanilla

VANILLA POWDER

Flavor-Cap® Vanilla - encapsulated vanilla flavor in a variety of folds and carriers.

Vanilla Sugars - natural vanilla plated on sugar.

IMITATION VANILLA

A broad spectrum of vanilla profiles for all food formulations.

Closely characterizes the aroma and flavor profile of pure vanilla extract.



McCORMICK

McCormick & Company, Inc.

For specific questions on vanilla call:

Phone: 410-771-7434

Glossary

CONCENTRATED VANILLA

Conforms to the same standard of identity as vanilla extract except it is concentrated to remove part of the solvent.

COUMARIN

A derivative of the tonka bean, often used in synthetic Mexican vanillas.

ETHYL VANILLIN

An ingredient sometimes used in imitation vanilla. A coal tar derivative, it is three times as strong as artificial vanillin.

FOLD

This is an expression of flavor strength in vanilla extract as defined by the FDA Standards of Identity (i.e., a 2-fold extract has twice the bean content and flavor strength per gallon as single-fold vanilla extract).

HELIOTROPIN

A flavor chemical that is floral in odor, similar to the aroma of Tahitian vanilla extract.

IMITATION VANILLA

A mixture made from synthetic substances which imitates the pure vanilla extract smell and flavor.

LEAD NUMBER

An analytical constant obtained in the analysis of vanilla extract. It measures the amount of organic acids present in a vanilla extract, relative to the quantity of beans used in manufacturing and the source of the beans.

NATURAL VANILLIN

A natural substance found in the vanilla bean that contributes to vanilla flavor and aroma.

NATURAL VANILLA FLAVOR

A mix of pure vanilla extract and other natural substances derived from natural sources other than the vanilla bean.

PURE VANILLA EXTRACT

Amber-colored liquid made from vanilla beans, alcohol and water. May contain sugar. Must contain at least 35% alcohol, and is the extractive of 13.35 ounces of vanilla beans at 25% moisture.

RESIN

A chemically complex material in vanilla beans. A pure extract should contain a minimum of 0.09% resin.

UNIT OF VANILLA CONSTITUENT

Total sapid and odorous principles extractable from one unit weight of vanilla beans by an aqueous alcohol solution of at least 35% ethyl alcohol.

UNIT WEIGHT OF VANILLA BEANS

13.35 ounces of vanilla beans with no more than 25% moisture content.

USP VANILLIN (LIGNIN VANILLIN)

An artificial by-product of the paper industry, chemically treated to resemble the taste of pure vanilla extract. It is used in vanilla flavor and imitation vanilla, but the taste is not like pure vanilla extract.

VANILLA BEANS

The cured and dried fruit pods of *Vanilla planifolia* or *Vanilla tahitensis*.

VANILLA FLAVOR

A mix of pure vanilla extract and synthetic substances, most commonly, vanillin.

VANILLA PLANIFOLIA

One of over 20,000 species of orchids, it is the major species used commercially for producing vanilla beans used in food flavoring. This species is grown in Mexico, Madagascar, Comoros, Reunion and Indonesia.

VANILLA TAHITENSIS

Grown in Tahiti, it is the second most common species of orchid used commercially to produce vanilla flavoring.