



All about VANILLA

Why there's no such thing as "plain vanilla"



It's the most popular flavor in the world, it's the second most expensive flavoring, and it's even used to enhance the taste of chocolate. If your experience with vanilla stops with ice cream, you'll want to learn more about this fascinating and versatile flavoring.

Where it starts

Vanilla is derived from a species of orchid that grows in tropical climates. Although numerous locales produce vanilla, the preferred varieties come from Madagascar, Mexico, and Tahiti. The earliest known cultivation took place in Mexico by the Totonac people who were later conquered by the Aztecs. Hernán Cortés and other Spanish explorers brought vanilla to Europe where it quickly became popular for its exotic flavor.

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spotlight



food for thought

by David Rolston
President and CEO

Minutes with Milly

Literature and science both seem to agree that, as people, we are a predictable lot. Shakespeare's "Seven Ages of Man," the multiple stages of grief and loss, and Maslow's "Hierarchy of Human Needs" tell us, in a general sense, how we will react in different situations. I thought about this recently when we lost my wife's mother, Milly, who passed away at the age of 94.



Milly

When someone close to us leaves us, we experience a mixture of thoughts and feelings. The permanency of death brings its own sense of loss, as we realize how much we will miss having that person in our lives. Beyond that, there is a wake-up call that prompts us to realize what is truly important and to resolve to devote more time to those we love and the things that enrich our lives. As Rabbi Harold Kushner famously observed, "No one, on his deathbed, ever said, 'I wish I had spent more time at the office.'" As important as these realizations are,

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on the menu

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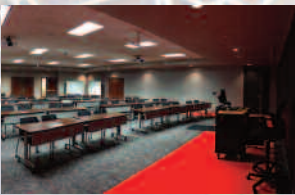


A Learning Environment

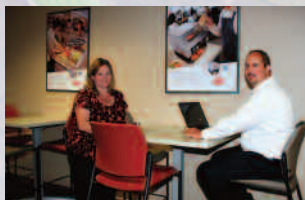
for the 21st century



A new addition to Hatco's Sturgeon Bay factory included a total revamp of Hatco U—our training center for reps, dealers, and employees. The “classroom” is larger and more comfortable and features the latest in electronic presentation and communications equipment. Classes will be less crowded and more comfortable to enhance the learning experience.



Remember those class breaks when everyone ran out to the lobby or in front of the building to use their cell phone? That's a thing of the past. Our new decorator-designed lounge enables attendees to recharge and call home in comfort.

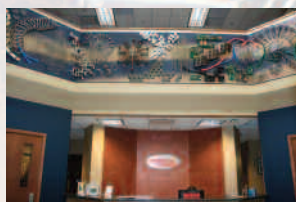


Everyone knows that foodservice is a “lab course,” and our new fully equipped kitchen is the ideal teaching tool. Here, our “students” can experience hands-on demonstrations of the latest Hatco



technologies.

The Hatco art collection, containing works by noted local, national, and international artists, is a proud tradition. Our reception area displays a specially commissioned sculpture by artist Ed Lazzeroni from Racine, Wisconsin, that uses Hatco components to depict a garden scene. Guessing “which is what” is a popular pastime for Hatco U attendees and students . . . but it doesn't carry extra credit!



As we extend our product lines and our branding strategy, we've got to make room for success. The new factory addition includes a special section dedicated to the award-winning Ovention products.

We've come a long way, but we're still moving ahead, and we've still got room to grow!

What's brewing in Milwaukee?

One of the best and most effective environmental practices involves renovating and refitting an existing building with new energy efficient materials. In recent weeks, the Hatco headquarters in Milwaukee has



been the scene of a massive renovation effort that will not only improve its environmental profile but result in more comfortable, functional, and user-friendly offices.



Core groups have been relocated to areas that promote employee-to-customer and employee-to-employee contact.

New conference rooms facilitate meetings through easier access and new communication tools.

The dining area has been thoroughly upgraded and refitted with the latest equipment.



The increased use of large-paned insulated glass brings the outside in and increases natural light.

The interior floor plan has been reworked to provide more logical interdepartmental contact and improved overall environment.



Dave Rolston comments, “I think our last major renovation was about 25 years ago. Once we're finished, we'll be ready for another quarter century of ‘Nothing less than the best.’” ■ 2

the big tickets



TRADE EXHIBITIONS

September 2014

- Food & Hotel Thailand
September 10 - 13
Bangkok International Trade & Exhibition Centre
Bangkok, Thailand
- Fine Food Australia
September 15 - 18
Melbourne Convention & Exhibition Centre
Melbourne, Australia
- Equipotel
September 15 - 18
Anhembi Pavilhao de Expositoes
São Paulo, Brazil
- PIR Expo
September 23 - 26
Crocus Expo
Moscow, Russia

October 2014

- NACS Show
October 7 - 10
Las Vegas Convention Center
Las Vegas, NV, USA
Booth #4679
- Hostelco
October 20 - 23
Gran Via Exhibition Centre
Barcelona, Spain

November 2014

- International Hotel/Motel & Restaurant Show
November 9 - 11
Jacob K. Javits Convention Center
New York, NY, USA
Booth #1702
- Equip'Hotel
November 16 - 20
Porte de Versailles Exhibition Centre
Paris, France
Booth #H64 - Pavillion 7.3
- Horeca Expo
November 23 - 27
Flanders Expo
Ghent, Belgium

London's

Cake Boy

— where great taste meets high style



Located along the River Thames in southwest London, the café at Cake Boy offers exquisite treats in luxurious and elegant surroundings. But that is just the beginning. The headquarters of Master Patissier Eric Lanlard, the café offers unique desserts—to eat in or take out—a cooking school, special events, and even its own Cake Boy Classics App.

specialty
of the house

The author of four (so far) cookbooks, Chef Eric has built an international reputation through personal and media appearances that reflect his determination to engage as many people as possible in the art of crafting luscious indulgences ranging from tarts to cookies and cakes. His generosity in sharing the secrets of his kitchen has enriched the lives and the tables of amateurs and professionals throughout the world, but to taste the specialties prepared by the master chef himself, you'll just have to visit London.



Cake Boy is located at Unit 2, Kingfisher House, Battersea Reach, Juniper Dr., London SW18 1TX, United Kingdom. Their website is www.cake-boy.co.uk. ■

Chocolate, Pumpkin and Pecan Cake Serves 8

Preparation Time: 20 minutes plus cooling and resting overnight
Cooking time: 1 hr. 25 min.

Ingredients:

4 oz (113 g) pecan nuts
1 tsp (2 g) cayenne pepper
7-1/2 oz (213 g) dark chocolate, roughly chopped
5 oz (142 g) unsalted butter, plus extra for greasing 3 eggs
9 oz (255 g) dark muscovado sugar*
9 fl oz (266 ml) water

3 tsp (15 g) vanilla paste or extract
8 oz (227 g) self-raising flour
3 tsp (8 g) ground cinnamon
3-1/2 oz (99 g) peeled, deseeded pumpkin
Grated cocoa powder, for dusting
*available online. Dark brown sugar can be substituted.

Instructions:

Preheat the oven to 325°F (170°C). Grease a 9-inch (23cm) diameter springform cake tin and line with baking paper.

In a large bowl, mix the pecans and cayenne pepper together. Place the nuts on a baking sheet and roast in the oven for 10 minutes, or until they are golden and crunchy. Leave to cool, then roughly chop.

Melt the chocolate and butter together in a heatproof bowl set over a saucepan of barely simmering water, making sure the surface of the water does not touch the bowl.

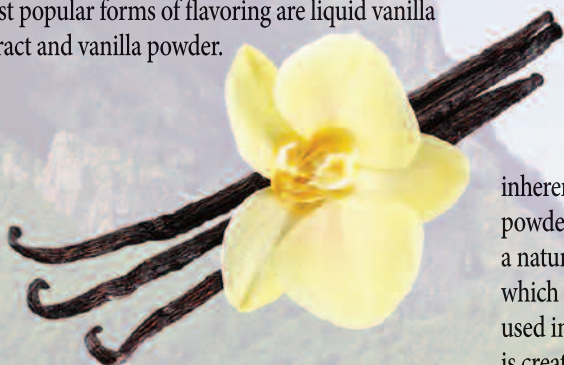
Beat the eggs and sugar together in a bowl until nice and smooth, then beat in the melted chocolate mixture, followed by the water and vanilla. Sift the flour and cinnamon together, then fold in until smooth. Fold in the pumpkin and chopped pecans.

Spoon the mixture into the prepared tin and bake in the oven for 1 hour 10 minutes, or until a skewer inserted into the centre comes out clean. Leave to cool in the tin for 10 minutes, then turn out on to a cooling rack to cool completely.

Wrap the cake in clingfilm and store at room temperature for at least 24 hours before eating. Dust with cocoa powder before serving.



Growing vanilla and securing the characteristic long brown vanilla bean is a very labor-intensive process, requiring individual pollination of each plant. Although it is possible to use vanilla beans in individual recipes or for small quantities, the most popular forms of flavoring are liquid vanilla extract and vanilla powder.



Nielsen-Massey of Waukegan, Illinois, has been involved in the manufacture of vanilla extracts and flavorings for over 100 years. In the 1970s, the company made a decision to focus on pure vanilla products and, today, has established a worldwide reputation for gourmet quality vanillas. According to Dan Fox, Director of Sales, "We use only the finest quality beans and process them into our three leading products: vanilla extract, vanilla powder, and vanilla bean paste. Vanilla extract is the primary ingredient in the powder and paste."



Photograph courtesy of Lalich Resources for Nielsen-Massey



Photograph courtesy of Lalich Resources for Nielsen-Massey

The manufacture of vanilla extract begins by soaking the beans in alcohol. Dan says, "We carefully craft our vanilla extracts over a period of weeks, intermittently soaking and rinsing the beans with precise concentrations of water and alcohol. Our proprietary cold extraction process gently draws out over 300 flavor compounds found within the beans, so that the resulting extract showcases the richness and inherent flavor profile of the bean itself. Vanilla powder is created by combining the extract with a natural cornstarch base. Vanilla bean paste, which is similar in consistency to molasses and used in recipes calling for a thicker consistency, is created by combining the extract with a natural viscous thickener."



According to Lynda Utterback, Executive Director of the National Ice Cream Retailers Association, "Without a doubt, vanilla is the most popular flavor of ice cream. Virtually



Photograph courtesy of Lalich Resources for Nielsen-Massey

Dan further comments, "Our products are used all over the world in restaurants, institutions, food manufacturers, and individual consumers who insist on the true flavor of the vanilla bean. Cheaper flavorings, such as vanillin, which is derived from the papermaking process, have neither the subtlety nor the body of true vanilla flavor."

In food preparation, both individual and commercial, vanilla's uses seem almost limitless. It can be found in recipes for everything from desserts to pastries to meats and fish. Because of its multiple components and the fact that it blends so well with other ingredients, it is not always immediately recognizable but lends a subtle, richer flavor while improving the bouquet. Of course, the primary use of vanilla is as a flavoring for the world's favorite ice cream.

all of the major ice cream makers, and many smaller manufacturers, actually sell a variety of vanilla flavors with names such as vanilla, French vanilla, home-made vanilla, and others."

The differences in the flavor result from the ingredients used. Vanilla ice cream will typically be made with vanilla extract or powder. Some manufacturers include scrapings from inside the vanilla bean that account for the little dots throughout the ice cream. French vanilla, which typically has a more yellow hue, derives its color and its richness from the addition of egg yolks.

"Just as important," says Ms. Utterback, "is the fact that vanilla ice cream is used in many novelties, including sundaes and ice cream sandwiches and as a base for other flavors. These would include not just the obvious ones such as chocolate chip, butter pecan, and cookies 'n' cream, but many of the fruit flavors."

The National Ice Cream Retailers Association, which is composed of some 300 independent operators, holds an annual Ice Cream Clinic Review that might be described as the “World Series” of ice cream. Members who make their own ice cream submit samples that are evaluated by a professor of Dairy Science who carefully analyzes each entry and judges it against the Association’s standards. Once it passes the initial review, it is then scored on the basis of such attributes as color, texture, bacterial count, base, and other considerations. While other flavors are judged on an alternate basis, vanilla ice cream is judged every year, and winners receive coveted blue, red, and white ribbons. Ms. Utterback states, “We are planning to create a Grand Master Ice Cream Maker award that would be won by the maker who has been awarded the blue ribbon in three out of five years. We believe we’re very close to announcing our first Grand Master.”

The universal popularity of vanilla’s flavor—whether it be used in ice cream, meat dishes,

seafood recipes, or elsewhere—is perhaps the largest segment of vanilla’s appeal; but the delicate aroma also finds its way into candles, air purifiers, and even perfume.

As Dan Fox comments, “You can find vanilla in multiple flavors, shapes, and scents, but there is really no such thing as ‘plain vanilla.’” ■



Photograph courtesy of Lulich Resources for Nielsen-Massey

“Food for thought” from page 1

though, I believe that we are making a mistake if we permit them to crowd out the remembrance, and the importance, of the person who is now gone.

When we think of marriage, career, or retirement, we’re talking about large portions of life, each of which encompasses many years and a wide range of ambitions and activities. In reality, we live life minute by minute, and if we are honest about it, our favorite memories are those that take place in short spans of time.

I first met Milly in 1989 when my wife, Kay, and I went on our first date (it was a racing event at Road America), and the meeting lasted only a moment. Unfortunately, it was the only time that I would meet Kay’s father, who passed away shortly afterwards.

My career took us to Texas, during which time there were periodic visits in the summer to the family cabin. In 1994, we moved back to Wisconsin and bought a house. Milly moved in and lived with us for 20 years except for the summers she spent in Florida.

Milly was born in Stockbridge, Wisconsin, and, early on, moved to the nearby town of Kiel. She graduated from high school and helped run the

family sand and gravel business. Her jobs included customer service and accounting. Customer service was especially suited to her outgoing personality and sense of humor and helped her get along with virtually all kinds of people. She and her husband were extremely active in the VFW and in their church, and Milly maintained a lifelong interest in the Girl Scouts. She enjoyed bowling and traveling and played golf until she was 91.

Some of my favorite memories include the time I offered to take her for a ride on a wave runner. She was all dressed up, but I assured her that there was no danger of getting wet as the seat was high enough above the water. Of course, the wave runner turned over, and we both got fully drenched, but she never stopped laughing.

Coming from a solid German background, Milly loved German food and offered to show me how to make her special potato salad, which I love. She told me that it required three tablespoons of oil that she added by continually pouring the oil and turning the spoon over three times. I’d say it was closer to half a cup.

As she got older, she remained as feisty as ever. Several years ago, after moving a stack of firewood

by herself, she sat down and passed out. We panicked and tried to revive her, calling to her and putting water to her lips. As she came to, we all breathed a sigh of relief and told her how glad we were that she had come to. She looked at us with an absolutely straight face and said, “I was just resting my eyes.”

She had a tremendous sense of timing and, as she realized that her time was short, she moved back to Wisconsin from Florida. She insisted on taking part in the local Memorial Day celebration, which she and her husband had helped to establish. As she said to Kay, “I don’t want to die but I’m ready.” When she passed, the entire family was with her.

Milly would be the first to agree that she lived a “good life” and certainly 94 years is a long time. Our family was fortunate enough to be close to her for 20 years, but what I personally will always remember most are my own special minutes with Milly.

David Rolston
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Naturally COLD

product profile

Hatco's new **Drop-In Ice Wells** provide all our best features without any refrigeration or electrical components

Just add ice, and the Hatco's Drop-In Ice Well will hold pre-chilled food products at preferred serving temperatures.

- Great for salad bars, cold buffets, and chilled beverage bars
- Full-size wells hold 1- to 6-pan configurations
- Optimum insulation on sides and bottoms means better cold retention . . . and cost savings
- Easy to clean, thanks to 1-inch brass drain with flat screen
- Matches the Hatco line of Wells for a "cool" streamlined look
- Accessories include pan support bars and a perforated false bottom (holds ice above drain for ease of draining)
- Stainless steel food pans in full-, half-, and third-size
- Stainless and plated wire trivets in half- and full-size



Stop worrying about bulky electrical hookups. Hatco's new Drop-In Ice Well keeps all your food and beverages cold the natural way.

For more information, contact your representative or visit www.hatcocorp.com today! ■