

# Vanillabazaar.com

## Retail Product Catalogue

### 2011



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## Gourmet & Premium Madagascan Vanilla Pods

Regarded by many as the world's best vanilla beans, our Madagascan beans match the highest standards for premium vanilla. We are direct importers of Madagascan vanilla beans into this country to ensure the best quality and most competitive price for our customers.



The pods are packed in:

- Glass gas-impermeable tubes which help to keep the freshness and moisture of the pods for a very long time.
- Metallic tins of 500g for Gourmet and 250g for Premium pods which are vacuum packed to keep their freshness longer. The 500g has 2 vacuum packs of 250g in each tin

Our vanilla is grouped into 2 categories for retail consumers, Gourmet and Premium, the difference being only the length and weight.

<b>Gourmet:</b>	<b>Premium</b>
Top Quality Grade A Black Vanilla	Top Quality Grade A Black Vanilla
High Vanillin content	High Vanillin Content
15-17cm in length	17-20cm in length
High Moisture content	High Moisture content
Each pod weights approx 2.5g	Each pod weights approx 4g

## Madagascan Vanilla Pod Art - Shaped Air Fresheners



These special handcrafted air fresheners are made with pure Madagascan vanilla pods. Truly a unique and original gift guaranteed to enchant, as these pretty items will not only ornate a house but will also fill that home with the heavenly scent of pure vanilla. The aroma from these products is known to last literally years!

They come in different shapes; the above example is a tortoise. We import various different shapes with every shipment, so please give us a call to see what is in stock.

We also give a bespoke service where we can make special shapes to order.

Contents: Pure Vanilla Pods, thread, glue.

Net Weights: Various (Tortoise 36g)

## Madagascan Vanilla Powder



Ingredients: Crushed vanilla pods

Net Weight: 20g

This potent pure vanilla powder is made of only crushed natural Bourbon vanilla pods from Madagascar. The process is done through a series of drying, machine grinding and sieving to keep a uniform powder consistency and quality. The particle size is similar to that of caster sugar.

This powder does not contain any sugar, additives or carriers and is guaranteed pure.

Perfect because of its versatility when used in your cooking; a small quantity is enough to add a wonderful fragrance and taste without the need for infusion. Smell it you will understand the powerful concentration of this product!

This product contains approximately 12-13 pods of vanilla – none of which is wasted.

## **Demerara & White Madagascan Vanilla Sugar.**



***White Vanilla Sugar***



***Demerara Vanilla Sugar***

Ingredients: Caster sugar/Demerara sugar, vanilla powder, chopped vanilla.

Net Weight: 200g jar.

Sure you can make vanilla sugar at home – but not like this...

Our vanilla sugar is 100% natural. It is made with our pure Madagscan powdered vanilla with some chopped vanilla, mixed and infused with the sugar. This is kept for a few months to allow the vanilla to infuse well into the sugar so that all flavour and smell is transferred. You'll find it hard to find a sugar with this much vanilla content on the market for this price!

It's great for baking cakes, pies and great to add to creamy textured drinks: coffee, tea, and yogurt. It's also ideal for adding an exotic edge to your fruits, cereal, and crêpes too. The Demerara is ideal for your fromage blanc, fruit sabayon or hot chocolate.... yummy!

Our vanilla sugar does not contain any additives, anti-caking agents or preservatives so if it lumps, just give it a good shake!!

## Purity Vanilla Extracts



Our new Purity range of Madagascan vanilla extracts has been voted the best on BBC TV!! Go to our website to see the excerpt, or press this [link](#)

These extracts are exclusive to Vanillabazaar and are made using the latest carbon dioxide extraction technology available today. This makes this product totally alcohol free compared to almost all other extracts on the market, resulting in a purer, smoother and higher quality taste profile with much better thermal properties (if you heat it the taste does not disintegrate).

Our Purity extracts now come various forms:

- Standard concentration (200g/l) and double concentration (400g/l)
- With our without vanilla seeds in the suspension
- Organic or Non-organic

Normal extraction processes for oily compounds is done through a form of alcohol extraction. The reason for this is that alcohol is one of the very few solvents in which the extracted lipids from certain extractions can dissolve into.

Vanilla is a lipid and so until now could only be extracted through this method, but some pioneering advances in technology have led to a process by which gases can be super-cooled and passed through vanilla to extract its compounds into the gas. The gas then evaporates leaving a pure extract in various forms which can then be used for various purposes. This gives the resulting extract the following properties:

- It has a much stronger flavour as more of the lipids are extracted from the vanilla than conventional processes
- It has absolutely no alcohol content
- It requires no stabilising agent
- It has a very long shelf life (2-3 years)
- It needs no additives
- It needs no preservatives
- It is a completely clear product

## **Comparing Vanillabazaar's CO2 extract against traditional extracts**



Of course we would say that our vanilla extract is the best....

We are sure that every other company selling vanilla extract also thinks that their extract is the best too!

However there are a few points that makes our extract different from many others and we want our customers to make an informed decision about what they are buying.

### **Customers.**

We try to talk to our customers at every opportunity. Almost everyone who tries our extract thinks it is one of the best extracts they have ever tried because of its smooth yet strong flavour. Almost everyone who already uses an extract in their cooking will buy one and we have many returning customers. This has been corroborated by the BBC programme Market Kitchen that voted it the best extract in their tests!

### **A Clear Extract.**

New customers always ask why our extract is clear. Our answer is that it is extracted through a technological innovation that uses carbon dioxide to extract the flavour meaning that it has no after-taste, has a fuller flavour that is closer to the original vanilla pod's flavour. By definition normal alcoholic extracts will never be clear

### **Cooking.**

Talking to our customers is an education for us too! They come up with many different ways of using our extract, in white icing it is ideal because it doesn't change the colour, it's great to use in coffees and teas, and of course fantastic and ice-creams, desserts and chocolates!

### **Alcohol.**

For some of our customers it is important not to have any alcohol in the products that they buy. Our product is guaranteed not to have any alcohol in the extraction process. Traditional extracts are always brown because they have been extracted by alcohol. The alcohol is then burned off and then put into a base like invert sugar. However, the extract itself is never totally free from alcohol because it is impossible to remove all the alcohol. Typically there is always a few percentage of alcohol left in the product. For those looking for a Halal product, this percentage takes it over the Halal Authority's allowable limit, but is low enough not to be included in the ingredients by UK standards. Always make sure, and if in doubt....!

## Price List

Code	Product Description	Price
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### Gourmet Vanilla Pods

VG1517_10	Gourmet Vanilla 15-17cm 10pods	£5.99
VG1517_500G	Gourmet Vanilla 15-17cm 500g	£39.99

### Premium Vanilla Pods

VP1720_10	Premium Vanilla 17-20cm 10 Pods	£9.99
VP1720_250G	Premium Vanilla 17-20cm 250g	£29.99

### Vanilla Powder

VP_20	Bourbon Vanilla Powder (20g)	£8.95
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### Vanilla Sugar

WSUG_200	Fine Bourbon Vanilla Sugar (200g jar)	£3.15
BSUG_200	Demerara Bourbon Vanilla Sugar (200g jar)	£3.15

### Purity Vanilla Extract

EXT200C_50	Purity 200g/l Vanilla Extract 50ml	7.19
EXT200CS50	Purity 200g/l Vanilla Extract with Seeds 50ml	7.49
EXT400C_50	Purity 400g/l Vanilla Extract 50ml	9.69
EXT400CS50	Purity 400g/l Vanilla Extract wth seeds 50ml	9.99
EXT200C_50ORG	Organic Purity 200g/l Vanilla Extract 50ml	7.99
EXT200CS50ORG	Organic Purity 200g/l Vanilla Extract with Seeds 50ml	8.29
EXT400C_50ORG	Organic Purity 400g/l Vanilla Extract 50ml	10.99
EXT400CS50ORG	Organic Purity 400g/l Vanilla Extract wth seeds 50ml	11.29

All prices **include** VAT where appropriate. Vanillabazaar.com reserves the right to change prices at any time without any prior notice.