



*To learn more about Queen
Vanilla visit queen.com.au*



Vanilla
MASTERCLASS



Queen

VANILLA MASTERCLASS

Very few spices have a history as exotic as vanilla. From orchid flower, to bean, to bottle, join us as we reveal the long history, growing regions, tasting notes & baking secrets to the world's most beautiful flavour - Vanilla.

Named after Queen Victoria's love for Vanilla, Queen has been intertwined in the history of vanilla since 1897. We've been working with vanilla growers across the globe to grow and cure vanilla that we extract for Mums, Grans, and little ones, who create edible gifts of love through their baking traditions.

History OF VANILLA



EARLY
1400s



1519

SPAIN

Aztec emperor Montezuma greets Spanish Conquistador Cortez in Mexico with a cup of Chocolatl. Astounded, Cortez returns to Spain with cacao and vanilla beans. It's an instant success and becomes popular with Europe's elite and royalty.

BRITAIN

Queen Elizabeth I begins to enjoy vanilla beans in desserts thanks to the suggestion by her private apothecary. Vanilla becomes a prized flavour in custards, puddings and cakes, especially loved by Queen Victoria, who inspires our name, Queen.

1600s



1841

REUNION, MADAGASCAR

Edmond Albius of Réunion develops a technique for hand-pollinating vanilla flowers. It paves the way for Madagascar to become the world's largest producer of vanilla.



AUSTRALIA

Queen Vanilla is born and continues today as one of the oldest and largest vanilla extract producers in the world.

1897



1836

BELGIUM

Belgian Botanist Charles Morren discovers vanilla flowers cannot be pollinated without assistance. He discovers the Melipone bee, native to Mexico is responsible for pollinating flowers that produce vanilla pods.

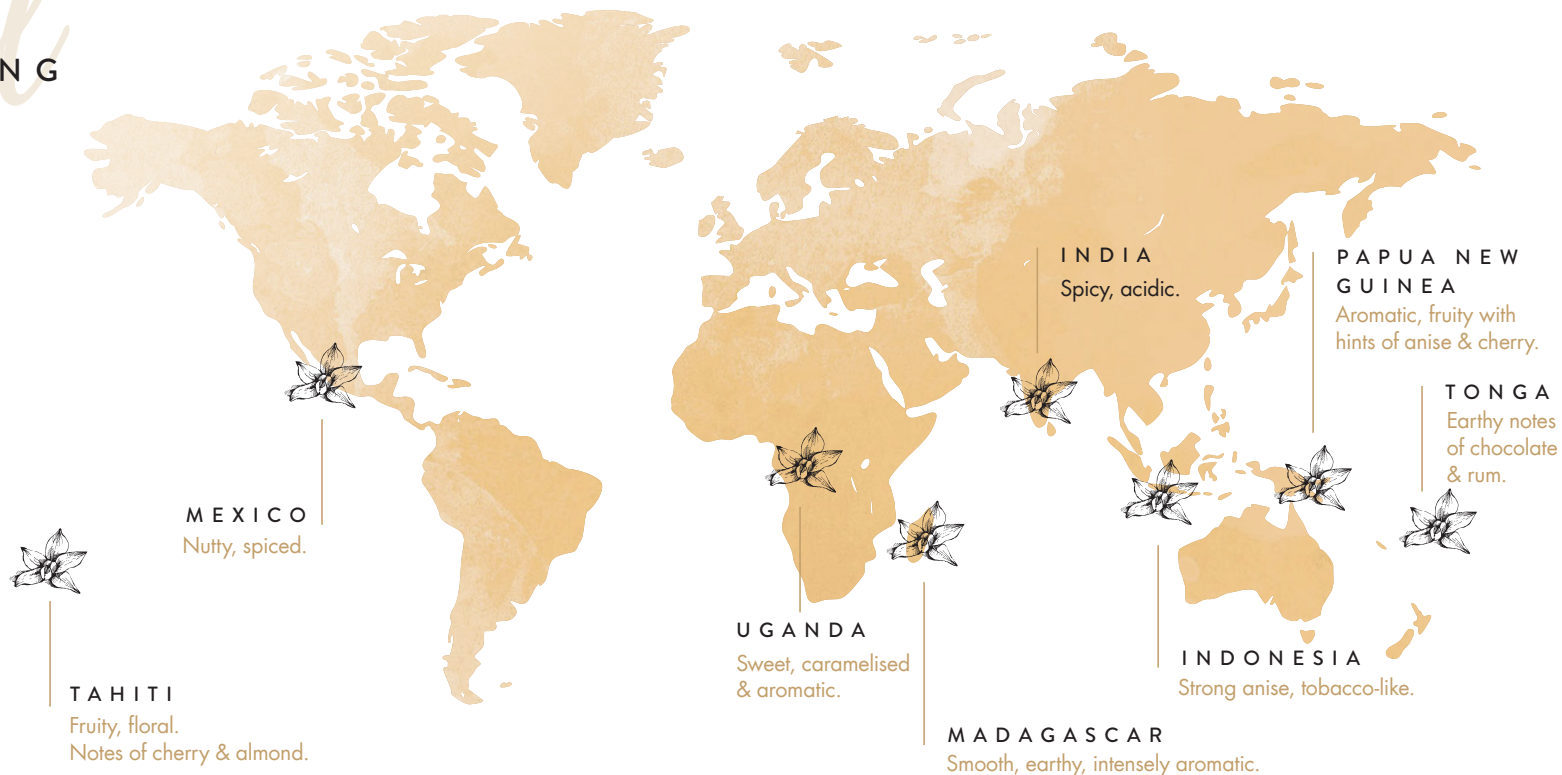
TODAY

*The long, regal
history of vanilla is
anything but plain!*

Global

VANILLA GROWING REGIONS

Thanks to the hand pollination techniques developed in 1841 in Réunion, vanilla now thrives across the globe in hot, humid, tropical climates. Like chocolate, wine and coffee, the flavour profile of vanilla varies with the region in which it is grown.



Growing

18 MONTHS OF MAGIC

HOW IS IT GROWN?

- * Vanilla grows on a vine, with orchid flowers opening for one day, once a year.
- * Each day, vanilla growers must walk their farms and hand-pollinate open flowers.
- * One pollinated flower = 1 vanilla bean
- * After 9 months maturing on the vine, vanilla beans are harvested by hand.

CURING - THE MAGICAL STEP

- * The curing process takes approximately another 9 months.
 - * Each day, vanilla beans are laid out by hand in the sun to dry, then wrapped up at night to heat and cure.
 - * Without careful, slow curing, vanilla beans have no flavour. This is where the magic happens!
 - * Once fully cured, vanilla beans are graded and sorted. The top grade of beans arrive at Queen for extraction and use in our vanilla extracts and vanilla bean pastes.
-



Baking by

VANILLA TYPES

PODS

The most pure form of vanilla.

Vanilla bean pods are harvested from the vanilla vine then slowly sun cured, graded for size and plumpness, and then sorted. Queen Vanilla Beans are gourmet quality - the highest grade possible.

PASTE

A wonderful, easy replacement for whole vanilla bean pods.

Made with pure extract of vanilla beans that is concentrated, plus thousands of tiny vanilla seeds, vanilla bean paste is the flavour equivalent of a whole vanilla bean pod. It can also be used in place of essence or extract for a stronger vanilla flavour.

ESSENCE

Made with pure vanilla beans, essence is older terminology for vanilla extract.

Vanilla Essence and Vanilla Extract are the same thing – concentrated, pure vanilla.



Queen Vanilla Extracts are regarded as some of the strongest in the world.

EXTRACT

Made with pure vanilla beans.

Vanilla extract is made by infusing vanilla beans in a mixture of water, alcohol and sometimes sugar. With time, careful concentration methods and blending of pure, single origin vanilla extracts, we create the signature 'Queen' vanilla flavour profile. As well as this unique profile, Queen vanilla extracts are regarded as some of the strongest in the world - some pure and some with sugar added to create thicker textures and sweeter flavours.

POWDER

There are many types of vanilla powder.

The most pure type is made with vanilla beans that have been slowly sun cured, dried and ground to a fine powder. Other types of vanilla powder contain a mix of icing sugar and pure vanilla powder, while others can be natural or imitation vanilla spray dried onto sugar that is then ground to a fine powder.

Vanilla

FOR YOUR RECIPES

Generations of recipes books call for Vanilla, but have you ever wondered why? Its smooth, mellow flavours are the salt and pepper of the sweet world - you can take your baking from plain to spectacular with just one teaspoon.

VANILLA CAN BE USED
IN TWO VERY DIFFERENT WAYS IN BAKING;

1. As a fragrant, indulgent hero

Perfect for creamy desserts and the ultimate vanilla cupcake.

2. As a warming trusty sidekick

For balancing and enhancing chocolate, fruit and spice flavour.

RECIPE ESSENTIALS

The very nature of your recipe also plays a role in choosing a vanilla that will shine or support.

HIGH FAT RECIPES

Stronger types of vanilla such as vanilla bean paste or concentrated vanilla extract are ideal. They are able to cut through the fat of cream, butter and egg yolks common in cheesecake, custard and buttercream icing.

AERATED, DELICATE RECIPES

Choose vanilla bean paste, pods or powder for preserving the air in meringue, cream and Victoria sponges.

HIGH LIQUID RECIPES

Vanilla essence or extract is ideal for regular cakes, pancakes and sauces, as the small amount of liquid won't change the final result.





*A commitment to Vanilla
that is fair, ethical and
sustainable*



We're committed to the fair, ethical and sustainable sourcing of Vanilla.

Our long history in Vanilla production means we have seen first hand the impact of natural weather events on this precious crop and the lives of the families that grow it. Through our Vanilla programs that educate, support and empower Vanilla farmers, you can be assured that when you purchase Queen Vanilla, you are helping thousands of growers around the world and making vanilla production more sustainable for the future.

[QUEEN.COM.AU/QUEEN-VANILLA](https://queen.com.au/queen-vanilla)