



HEILALA
VANILLA

RÉUNION FOOD CO. LTD.

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Short Stacks, Apple Jacks & Chai Lattes: A Thrilling Vanilla Hijack...

First Name

Heilala Vanilla (pron: hey-la-la) has made us rethink our choice in vanilla - in fact, they've created a market for choice. No longer do New Zealanders have to settle for sub-standard, mass-produced and synthetic Vanilla essences that come from, well, who knows where? Heilala Vanilla instead creates a range of 100% pure vanilla products that have been naturally sun-kissed and carefully nurtured to create pod perfection by the Utungake community in the Kingdom Of Tonga. And new product, **Heilala Vanilla Syrup**, is a thrilling new addition offering a range of exciting usage options.



Heilala Vanilla Syrup has Heilala Vanilla Extract as its foundation, and each bottle contains a whole vanilla pod to ensure the natural flavour continues to develop in the bottle. The addition of natural sugar creates a thicker, treacle-like liquid that can be on hand to create a “flavour hijack” for many recipes, such as:

- *Short Stacks*: perfect to use instead of maple syrup on pancakes with a decent dollop of vanilla ice-cream;
- *Apple Jacks*: add as an replacement sweetener or a vanilla hit in cocktails, such as the American classic ‘Apple Jack’ (1 dash Angostura Bitters, ½ measure vermouth, 1 & ¼ measure of apple brandy and ¼ measure of Heilala Vanilla Syrup); or
- *Chai Latte*: a dash of Heilala Vanilla Syrup plays a great sidekick to the spice of a Chai Latte.

Development of Heilala Vanilla’s Syrup came as family owner-operators John Ross, daughter Jennifer Boggiss and husband Garth Boggiss saw the troubling breadth of very unnatural syrups on offer.

“There are a number of Vanilla Syrups available; all contain either whole or partly artificial chemical vanilla flavours. Genuine and real Vanilla is one of life’s great pleasures, so we wanted to create a product that could have a wide range of applications, in coffee’s, cocktails, over pancakes and ice cream “, said Jennifer.

It has been an incredible 12 months for Heilala Vanilla – a successful launch into the Australian and Singapore markets, and a world-first harvest outside the usual 20-degree equator band at Heilala Vanilla’s climate-controlled greenhouse in New Zealand’s Bay Of Plenty. This week they are at the Plantation with a group of 20 experiencing the annual Vanilla Harvest and some great South Pacific cuisine prepared by Chefs Peter Gordon and Natasha MacAller.



It has fast become a must-have product amongst chefs both in New Zealand and overseas. Heilala Vanilla features on the menu of NZ ex-pat chefs Peter Gordon in the UK and Jason Dell, formerly of Blanket Bay Lodge now in Singapore heading the Nautilus project. Melbourne's The European, Cutler & Co, Sydney's Jonahs, Assiette, and Aqua Dining and Auckland's The French Café and Antoine's , Wellington's Logan Brown and Martin Bosley's are just some of the restaurants utilising Heilala Vanilla throughout their menus.

Heilala Vanilla Syrup – RRP \$NZ17.50

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About Heilala Vanilla

Named after the national flower of Tonga (and also the daughter of the participating village family), Heilala Vanilla was created out of love and a duty of care to a Tongan village, and is a business that reaps benefits that are rare and remarkable in the commercial world. In 2002 retired New Zealand farmer and frequent holiday-maker to the village of Utungake, John Ross, mined his horticultural know-how and appreciation of the Tongan way to put to use a block of dormant land that the village had at their disposal. It then took three years to develop and nurture the vines through careful training, weeding and looping, applying organic and sustainable farming practices. With full community involvement charged by the Ross/Boggiss family (alongside the local Latu family) this has been a true labour of love. Today, the aid project has blossomed into a business that not only creates a range of the most exquisite, premium vanilla products, but also provides the local people with an income, necessary infrastructure and a sense of pride and purpose.

Vanilla demands an intricate growing and production process and is one of the most labour intensive agricultural products in the world. As such it is a highly valued commodity, typically traded like oil or gold. The orchid flower of the vanilla plant opens up only once a year in the morning, closing again at midday, never to re-open. These four hours are the sole window of opportunity for pollination; an intricate exercise of procreation requiring nimble fingers and wooden tweezers the size of matchsticks to delicately push the stamen and stigma together - nine months on, a single bean is produced. There are no birds or bees of Tonga quite instinctual enough to play cupid, hence the need for a little human intervention.

The lengthy eight-week curing process complements the Tongan way; unhurried. Honour and respect to the enduring nature of this crop is obvious in the end product – plump and shiny pods with a poignant aroma resulting in the richest grade of vanilla in the Asia Pacific region. Heilala Vanilla grows the Madagascar Bourbon variety, considered to be the best quality, exuding a creamy, sweet richness.

Heilala Vanilla Syrup is the fifth product in a range which also includes:

Heilala Vanilla Pods: cured under the Pacific sun, three pods in a gorgeous glass tube are moist, plump, shiny and packed full of seeds and vanillin for superior flavour. Excellent when used for poaching fruits or added to slow-cooked wet dishes.

Heilala Vanilla Extract: Premium 100% pure Vanilla Extract using cold extraction and a unique ageing process to deliver an exceptional product. The Extract is bottled along with a single premium vanilla pod to ensure flavour continues to develop. Bin your synthetic, imitation vanilla and replace with the real thing Perfect for cakes and everyday baking.

Heilala Vanilla Paste: Made by reintroducing vanilla seeds to the Vanilla Extract and then adding a natural seaweed thickener to produce a paste. Each jar amounts to over twenty pods. Use to make fragrant spice rubs for barbeque meats or for crème caramel.

Heilala Vanilla Sugar: A premium organic golden sugar that has been subtly infused with Heilala Vanilla Extract and then mixed with very fine ground Vanilla Pods. Perfect for biscuits, cakes or dusting over pastries.

Visit www.heilalavanilla.com