

## Watkins Original Double-Strength Vanilla

Article No. 01008  
(325 mL/11 fl. oz. Trial-Mark™ bottle;  
pictured at right) (plastic)

Article No. 01196 (180 mL/6 fl. oz.) (glass)

Article No. 21390 (59 mL/2 fl. oz.) (glass)

### Commercial Size:

Article No. 01077 (3.78 L/1 U.S. gallon) (plastic)

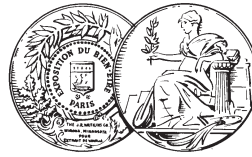
Vanilla is the most popular flavor in the world today, and few companies can claim a name association with vanilla like Watkins can. Having produced the world's finest vanilla for more than 100 years, Watkins is recognized as the name in vanilla by hundreds of thousands of loyal customers. Our dedication to quality begins with buying only the finest vanilla beans...

The best vanilla beans in the world are those of the Bourbon variety — specifically those grown on the island of Madagascar off the coast of Africa. This labor-intensive crop is of such high quality that a single bean can retail for more than \$3 (U.S.).

Watkins' signature blend of real vanilla extract and rich fortifiers (including artificial flavorings) give its award-winning Original Double Strength Vanilla a delicious, concentrated flavor that is economical to use and guarantees superior results.

Our dedication to quality is what makes Watkins the best vanilla you can buy.

- **Premium-grade Madagascar Bourbon vanilla beans:** For full, rich flavor.
- **Double strength:** Extremely concentrated — 132 uses (1/2 tsp/2.5 mL per use) per 11 fl. oz./325 mL bottle.
- **Bake-proof/freeze-proof:** Flavor won't dissipate when making ice cream or foods baked at high temperatures.
- **Low alcohol:** Only 8 1/4 % versus pure vanilla extract which contains 35% alcohol and can carry away delicate flavor components under high heat.



Originally introduced in 1895, Watkins Original Double-Strength Vanilla was awarded the Grand Prize with Gold Medal for Highest Quality at the International Exposition, Paris in 1928.



### Fun Fact:

Watkins has sold nearly 13.5 million gallons of vanilla extract — enough to fill 17 olympic-sized swimming pools or fill a standard bathtub to the rim 213,682 times.

### The difference between Watkins Original Double-Strength Vanilla and Watkins Pure Madagascar Bourbon Vanilla?

Although both contain real Madagascar Bourbon Vanilla extract, Watkins Original Double-Strength Vanilla is made with considerably less alcohol and is fortified with stabilizers which make it more effective for baking and freezing. Watkins Pure Madagascar Bourbon Vanilla extract is better used in recipes that do not require baking or freezing, such as adding to whipped cream, butter, cereal, or a favorite beverage.

(continued)

## Watkins Original Double-Strength Vanilla

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### Watkins Original Chocolate Chip Cookies

1/2 cup/125 mL sugar  
1/2 cup/125 mL brown sugar  
1/3 cup/80 mL butter or margarine, softened  
1/3 cup/80 mL vegetable shortening  
1 egg  
1 tsp/5 mL **Watkins Original Double-Strength Vanilla**  
1-1/2 cups/375 mL all-purpose flour  
1/2 tsp/2.5 mL baking soda  
1/2 tsp/2.5 mL salt  
1 package (6 oz/170 g) semisweet chocolate chips  
1/2 cup/125 mL chopped walnuts, optional

Combine sugars, butter, shortening, egg, and vanilla. Stir in remaining ingredients. Drop dough by rounded tablespoonfuls onto ungreased cookie sheet. Bake at 375°F/190°C for 8 to 10 minutes or until lightly browned. Cool slightly before removing from cookie sheet to wire rack to cool.

Makes approximately 40 cookies.

*More Watkins recipes at [www.WatkinsOnline.com](http://www.WatkinsOnline.com)*

### Demo Tip

Ask your customer to compare the aroma of Watkins Vanilla with his/her current brand. An 11-ounce bottle of Watkins Vanilla provides the flavoring efficiency of 22 ounces of standard pure vanilla extract. (Note: If customer's current brand is an imitation vanilla, it may be cheaper than Watkins...and it will smell that way!) Many vanillas contain no real vanilla, only imitation vanillin.

### If customer's brand is a pure extract:

Place a drop of Watkins Original Double-Strength Vanilla on customer's right forefinger and then do the same with the customer's current brand on the left forefinger. Have the customer rub both forefingers with the thumb. (This rubbing creates heat, causing alcohol in the vanilla to start to evaporate.) Have the customer smell again, noting the strong vanilla scent on the "Watkins" hand, and the diminished scent on the competitive brand. The reason for this difference is that the competitive brand, because it is pure, is unstable; the alcohol evaporates more quickly and the vanilla aroma is lost. Watkins Vanilla contains fortified ingredients which make it more stable; the alcohol does not evaporate as quickly, therefore producing a longer-lasting vanilla aroma.