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**Arizona Vanilla Company creates Mexican Pure Ground Vanilla and 3-fold Vanilla Paste.**

*-- Arizona Vanilla Company is excited to be able to offer Mexican ground vanilla and 3-fold Vanilla Paste.*

**Mesa, Arizona, May 1, 2007** – Patty Elsberry the owner of Arizona Vanilla Company, LLC, a minority/women owned, dynamic online retailer and distributor of high-end specialty seasonings, announces that Arizona Vanilla is unveiling its Totonac Gourmet Fresh Mexican Ground Vanilla and 3-Fold Mexican Vanilla Paste. Both of these products went on sale May 1.

“It took a long time to finally reach an agreement with our Mexican vanilla bean supplier so that we can make Mexican ground vanilla,” explains Patty Elsberry, Managing Director of Arizona Vanilla Company. “We love the Mexican vanilla bean, with its creamy aroma and chocolaty undertones. The aroma of our Mexican ground vanilla is to die for!” The proprietary process that is used by Arizona Vanilla Company creates a wonderful ground vanilla. The ground vanilla products are not just simply the vanilla bean ground up, but the product is produced over a period of 12 to 14 days and involves several steps that bring out the natural oils and other flavor elements in the vanilla beans. “The proprietary process used by our manufacturer of ground vanilla creates the best ground vanilla in the market place,” explains Ms. Elsberry. “We have found nothing like it anywhere!”

“Mexican vanilla paste starts with the Mexican ground vanilla and combines it with our fabulous Mexican pure vanilla extract. This combination creates a fabulous vanilla paste that is actually a 3-fold product.” Pure ground vanilla is a great substitute for vanilla beans in many dishes. Vanilla paste adds the exciting concentrated flavor of vanilla extract, all in one aromatic product. Vanilla paste is the perfect vanilla product for everything from ice cream to marinades. It saves the time of splitting and scrapping vanilla beans, and adds the convenience of two products in one. Ms. Elsberry explains that she likes to use vanilla paste to heighten the vanilla flavor in all her favorite dishes.

“Having finally created our Mexican ground vanilla and Mexican 3-fold vanilla paste, our product offering are

nearly rounded out in all three basic varieties of vanilla beans.” Ms. Elsberry goes on to explain.

Totonac Gourmet Fresh Mexican 3-fold Vanilla Paste and Mexican pure ground vanilla are great products for the bakeries, creameries and ice cream stores. Totonac vanilla pastes are available in sizes ranging from 2 ounce to 16 ounces. Totonac pure ground vanillas are available in sizes starting at ½ ounce.

### **About Arizona Vanilla Company**

Arizona Vanilla Company is a rapidly growing online distributor of bulk and processed vanilla products including the Madagascar, Mexican, Tahitian, and Bourbon vanilla varieties. The Totonac Gourmet Fresh vanilla products are an integral part of the Arizona Vanilla Company vanilla brands. Arizona Vanilla Company works directly with vanilla growers to ensure the highest quality and freshest products are delivered to their wholesale and retail customers. The company also offers a select variety of specialty seasonings and products. For more information on the Arizona Vanilla Company and their products, visit them online at [www.arizonavanilla.com](http://www.arizonavanilla.com).