



1509 N. Seton, Mesa, Arizona, 85205, (480) 254-5369, Fax (480) 830-7513

Contact Information:

Eric C. Elsberry
Chief Executive Officer
Arizona Vanilla Company
1509 North Seton
Mesa, Arizona 85205
Fax: 480-830-7513
e-Mail: eric@arizonavanilla.com
Web: www.arizonavanilla.com

Patty Elsberry and Chef Matt Bolus co-author cookbook that focuses on all things vanilla

-- Arizona Vanilla Company owner, Patty Elsberry, and Chef Matt Bolus have created a cookbook that demonstrates that vanilla is not just for ice cream and crème brulee.

Mesa, Arizona, June 1, 2006 – Patty Elsberry the owner of Arizona Vanilla Company, LLC, a minority/women owned, dynamic online retailer and distributor of high-end specialty seasonings, and Chef Matt Bolus, a graduate from Cordon Bleu culinary school, have co-authored a new cookbook, “Simply Vanilla: Recipes for Everyday Use,” scheduled for a September 1, 2006 release.

The cookbook, which was submitted to the publisher, Advantage Media, focuses on the many uses for vanilla. Along with a short history of vanilla, the cookbook talks about using, storing and exploiting vanilla in everyday cooking. Patty and Chef Matt have compiled about 130 recipes that cover dishes from breakfast to dinner. “Many people don’t understand that vanilla can be used for more than just dessert,” states co-author Patty Elsberry. “The reason we started this project was because many people do not understand that vanilla is a natural enhancer of the flavors of many dishes.” “You don’t necessarily want to taste, or need to taste, the complex flavors of vanilla in a dish. The vanilla enhances the natural sweetness of meats, fruits and vegetables,” adds Chef Matt Bolus.



Both authors explain that the cookbook should be used as a guide to the many ways that vanilla can be used in everyday cooking. The recipes found in this work run from the easy, to complex, so that all levels of cooking expertise can enjoy the wonderful dishes that have been created for this cookbook. The goal was for this cookbook to spark ideas for chefs, and cooks of all levels and expertise.

Look for the book at your favorite book store and online at www.arizonavanilla.com.

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. 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.

About Chef Matt Bolus

Chef Matt Bolus is a graduate from the Cordon Bleu culinary schools, with degrees in Cuisine and Pastry. He currently lives in Charleston, South Carolina. He can be found cooking with vanilla at the Kiawa Beach Island Resort in Kiawa Beach, SC.