

Solvay introduces Govanil™ vanilla flavors for revolutionary taste in bakery and confectionery products

Shanghai, PR China - March 27th 2013 – Here at Food Ingredients China held in Shanghai, Solvay Aroma Performance today introduces **Govanil™**, a new range of vanilla flavors that will revolutionize the way consumers taste and perceive vanilla notes in bakery and confectionery food products such as cookies, biscuits, pastries, cakes, fillings and chocolates.

Superior functional properties provide **Govanil™** an unparalleled capacity for enhancing taste experience. The new vanilla flavor instantly reveals its unique and long-lasting character, an unmatched success in tests with expert tasting panels and pilot customers.

Combining a rare intensity — up to 20 percent more intense than standard vanilla flavors — and a note that provides a unique long-lasting effect on the palate, **Govanil™** also significantly enriches a wide range of other flavors including butter, egg, biscuit, caramel and fruit. This makes it particularly appealing for industrial bakery and confectionery recipes.

Outstanding vanilla taste characteristics allow **Govanil™** to compensate for fat or sugar content in bakery and confectionery recipes thereby providing a high value-added component for industrial food applications.

Vincent Lajotte, Aroma Ingredients business director of Solvay Aroma Performance, explains: “**Govanil™** originates from all new CRF™ proprietary and patented technology developed by Solvay and provides a whole new set of organoleptic and constituent properties. It dramatically expands the range of possibilities for food applications particularly when used in bakery products, cookies, cake and chocolates.”

In 2011 Solvay acquired Rhodia, an established supplier of vanilla flavors and a major partner of the food industry and now offers flagship brands and a worldwide customer service. In addition to the **Vanil'Expert Center** located at the company's research and innovation facilities in France (Saint-Fons), Solvay has recently established a new food application laboratory at their research campus in Shanghai. Complementing the facility in France, which is completely dedicated to the optimization and application of Solvay's current flavor technologies and the development of new vanilla flavors, the Shanghai-based laboratory will expand in the coming months and concentrate on adapting flavors to meet both Chinese- and wider ASEAN-specific tastes.

“Our company has made a qualitative leap forward with **Govanil™**, the new benchmark for vanilla flavors. **Govanil™** is manufactured with our certified food safety procedures and processes. The launch of this new product demonstrates Solvay's commitment to flavor innovation and confirms our place as the leading reference in vanilla flavors,” Lajotte concluded.

Especially formulated for ease of implementation in commercial bakery and confectionery recipes, the new benchmark range of **Govanil™** vanilla flavors was exhaustively researched and tested to meet consumers' wide ranging taste preferences. It already demonstrates outstanding results in cookies, petit beurre biscuit recipes, vanilla or chocolate fillings and in pastry creams.

Solvay has developed three **Govanil™** grades, all preserving unparalleled organoleptic and functional qualities. These include:

- **Govanil™**

The benchmark vanilla flavor offering a unique and long-lasting character with exceptional value-added properties

- **Govanil™ Intense**

A grade ideal for doses below 0.1% and custom-made tastes.

.../...

- **Govanil™ Natural**

This grade's vanilla taste is obtained from renewable sources and meets the requirements of both the American and European regulations for natural products. This grade allows for the use of 'natural flavor' on food labeling, a key market trend that strongly influences food consumption.

The **Govanil™** range is continually developing and will be expanded to include other grades.

Govanil™, Govanil™ Intense, Govanil™ Natural and CRF™ are trademarks of Solvay.

###

Images:

The Govanil™ range of logos and typical food applications



SOLVAY AROMA PERFORMANCE: Designing vanilla flavors since 1884, Solvay Aroma Performance was the first to synthesize and produce the vanillin molecule on an industrial scale. Solvay is the only producer mastering the whole manufacturing chain — from Catechol to its historic flagship brands Rhovanil® and Rhodiarome®. The Aroma Performance business unit operates facilities in Saint-Fons (France) and Baton Rouge (USA).

As an international chemical group, [SOLVAY](#) assists industry in finding and implementing ever more responsible and value-creating solutions. The Group is firmly committed to sustainable development and focused on innovation and operational excellence. Solvay serves diversified markets, generating 90% of its turnover in activities where it is one of the top three worldwide. The group is headquartered in Brussels, employs about 29,000 people in 55 countries and generated 12.4 billion euros in net sales in 2012. Solvay SA [SOLB.BE](#) is listed on [NYSE Euronext](#) in Brussels and Paris (Bloomberg: [SOLB.BB](#) - Reuters: [SOLBt.BR](#)).

Ma Li
Solvay China
+ 86 21 24089112

li.ma@solvay.com

Rong Fan
Scott PR China
+86 21 6027 6703

rong.fan@scottpr.cn