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Press release

SOLVAY LAUNCHES RHOVANIL® US NAT AT IFT 2018: A HOMERUN FOR NATURAL VANILLIN

Solvay, booth S1467, IFT, 15 – 18 July 2018, Chicago, Illinois

Princeton, NJ, July 15, 2018 --- Solvay, a leading global provider of vanillin and ethyl-vanillin ingredients, introduces its new naturally-sourced ingredient – Rhovanil® US NAT – to the US market at IFT 2018. Catering to rising consumer demand for true-to-nature products, Rhovanil® US NAT meets US natural flavor regulations and is ideal for manufacturers looking to reformulate an existing product, or create a new one, for clean label status. Visitors to booth S1467 will have the opportunity to sample a range of delicious concepts – hot-off-the-griddle, home-style waffles and appetizing cookies, featuring the innovative ingredient.

The latest addition to Solvay’s unrivalled portfolio of high-quality natural and functional vanillin-based solutions, Rhovanil® US NAT is a highly pure, naturally-sourced ingredient that is easy-to-use and serves as a one-for-one drop-in replacement for synthetic vanillin. It delivers high intensity flavor and typical vanillin notes for an improved taste experience across a wide variety of applications, including chocolate, confectionery, bakery and beverages. This means that US food and beverage manufacturers are better positioned to deliver on-trend ‘natural’ and ‘clean label’ products without compromising on consumer appeal.

“Helping our customers overcome their formulation, or even re-formulation, challenges to offer tasty natural products that consumers love is a key priority for us,” comments Edouard Janssen, Senior Vice President & General Manager, Solvay Aroma Performance, Americas. “The launch of Rhovanil® US NAT is the latest example of our continued investment in, and commitment to, expanding our natural vanillin offering. Like other ingredients in our growing portfolio, Rhovanil® US NAT promises consistent quality and supply and the highest purity and safety, supported by our long-standing expertise in vanillin and ethyl-vanillin production.”

As well as boasting a clean label, non-GMO and allergen-free profile, Rhovanil® US NAT is FDA compliant, in addition to being Kosher and Halal certified.

To learn more about Rhovanil® US NAT and Solvay’s broad portfolio of natural vanillin solutions, please visit booth S1467 at IFT 2018 or go to www.safevanillin.com.

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About Solvay Aroma Performance:

Designing vanillin-based solutions 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 in a single site the whole manufacturing chain — from raw material and Guaiacol to its historic flagship brands Rhovanil® and Rhodiarome®. The Aroma Performance Global business unit operates facilities in Saint-Fons (France), Baton Rouge (USA) and Zhenjiang (China).

About Solvay:

Solvay is a multi-specialty chemical company, committed to developing chemistry that addresses key societal challenges. Solvay innovates and partners with customers in diverse global end markets. Its products and solutions are used in planes, cars, smart and medical devices, batteries, in mineral and oil extraction, among many other applications promoting sustainability. Its lightweighting materials enhance cleaner mobility, its formulations optimize the use of resources and its performance chemicals improve air and water quality. Solvay is headquartered in Brussels with around 24,500 employees in 58 countries. Net sales were € 10.1 billion in 2017, with 90% from activities where Solvay ranks among the world's top 3 leaders. Solvay SA ([SOLB.BE](#)) is listed on Euronext Brussels and Paris (Bloomberg: [SOLB.BB](#) - Reuters: [SOLB.BR](#)) and in the United States its shares (SOLVY) are traded through a level-1 ADR program.

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