

Solvay Booth #4455 | IFT 2019

Solvay expands vanilla offering to support natural food trend in the USA

New Orleans, La., June 2, 2019 --- Solvay introduces new vanilla solutions under the brands [Vanifolia®](#) and [Vanifolia® Bean](#). The new product offerings serve as cost-effective natural substitutes for vanilla extracts, adding to a growing portfolio of natural vanillin solutions such as the company's recently introduced [Rhovanil® US NAT](#) ingredient.

Solvay's vanilla solutions bring the universally loved taste of vanilla to many applications such as chocolate, baked goods and ice cream. As vanilla bean prices show no sign of abating in the near future, Solvay's Vanifolia® and Vanifolia® Bean meets consumers expectations for consistent quality and typical taste, whether seeking a flavor profile that is sweet, creamy or more rummy.

"Solvay's strategy is to help customers make the switch to natural ingredients seamless and easy. We are strengthening our innovation capabilities to constantly progress in the development of natural solutions," said Lucy Simek, senior vice president and general manager, Solvay Aroma Performance, Americas. *"The new vanilla solution range fits under this group. Together with the recently introduced and successful [Rhovanil® US NAT](#) ingredient, these products reinforce our position as a leader in the ever-changing food industry."*

As a naturally sourced ingredient that addresses steadily rising consumer demand for true-to-nature products, the Solvay Rhovanil® US NAT ingredient meets stringent U.S. natural flavor regulations and is ideal for manufacturers looking to reformulate an existing product or to create a new one with a clean label status. This highly pure, ingredient 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.

Innovation is also the focus of Solvay's Vanil'Expert Center, a newly installed food application laboratory dedicated to the U.S. food market needs. Located in Princeton, N.J. – and connected with its sister units in Lyon, France and Shanghai, China – the center provides Solvay's customers with technical and product development support across its range of vanillin-based systems with particular emphasis on the fast-growing trend toward the use of natural ingredients.

Solvay Group is also constantly seeking sustainable alternatives as part of its global innovation strategy. The company's Aroma Performance facility in [Baton Rouge](#), La., for example, is powered with solar energy from South Carolina's largest solar installation in Jasper County.

To learn more about our natural vanillin and vanilla solutions, please visit Solvay's Booth #4455 at IFT 2019 (June 2-5) held in the Ernest N. Morial Convention Center, in New Orleans, La. Solvay experts are on hand for the duration of the show to discuss the company's growing portfolio of natural ingredients and to answer questions.

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Solvay is an advanced materials and specialty chemicals company, committed to developing chemistry that addresses key societal challenges. Solvay innovates and partners with customers worldwide in many diverse end markets. Its products are used in planes, cars, batteries, smart and medical devices, as well as in mineral and oil and gas extraction, enhancing efficiency and sustainability. Its lightweighting materials promote 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 61 countries. Net sales were €10.3 billion in 2018, with 90% from activities where Solvay ranks among the world's top 3 leaders, resulting in an EBITDA margin of 22%. 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. *Financial figures take into account the planned divestment of Polyamides.*

Solvay Aroma Performance is a global leading producer of diphenols, and the world's largest integrated producer of vanillin for food, flavors & fragrances industries. Aroma Performance also produces a wide range of synthetic intermediates, used in monomers and polymers, pharmaceuticals, agrochemicals and electronics markets. Aroma Performance global business unit operates facilities on 3 continents - in Saint-Fons (France), Baton Rouge (USA) and Zhenjiang (China).

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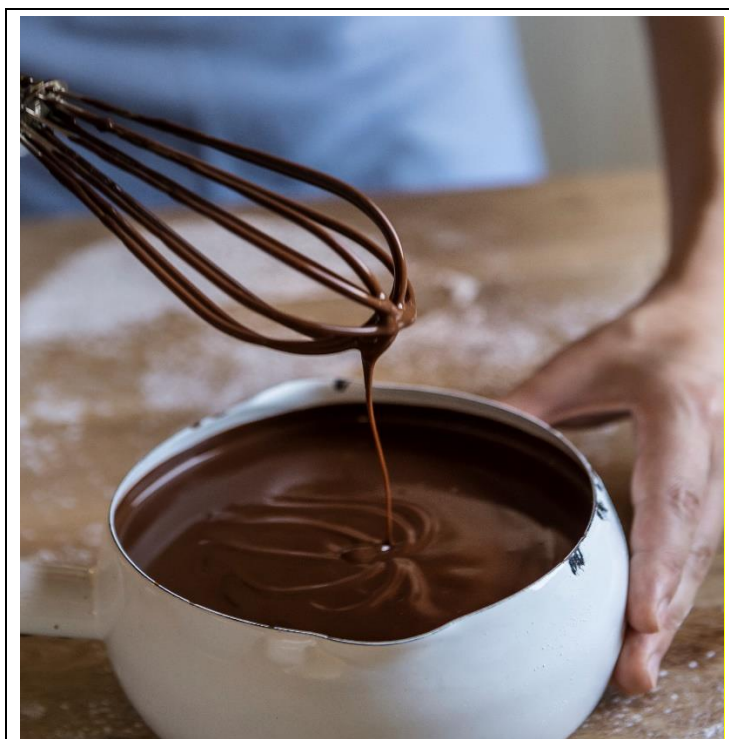
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