

THE CRYSTAL WHITE NATURAL ALTERNATIVE TO VANILLA BEANS EXTRACT &/OR SYNTHETIC VANILLIN

Natural & Clean Label are among the top requirements that come when speaking about Food Consumers trends. Solvay offers the reliable universal natural solution that can meet natural regulations around the globe while mitigating key concerns about taste, competitiveness & reliability of sourcing.



RHOVANIL® NATURAL CW, THE MARKET-LEADING UNIVERSAL NATURAL VANILLIN SOLUTION

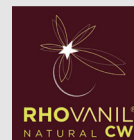
A SUSTAINABLE TECHNOLOGY:



Bio-sourced ferulic
acid from rice



Bioconverted by fermentation
NON GMO



SWITCH FROM A SYNTHETIC VANILLIN TO A NATURAL SOLUTION

The simple & efficient substitute to secure your business with a limited investment & the same genuine vanillin top note

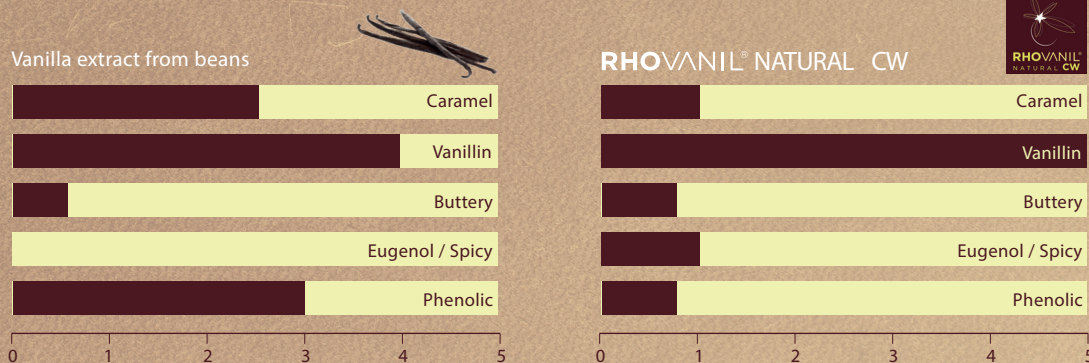
- PURE AND WHITE NATURAL VANILLIN: 99.5% min
- SAME DOSAGE 1:1 switch, no reformulation cost, same top note profile
- SAME LABELING: Same « vanillin » labeling possibility
- Or Opportunity to showcase 'Natural flavour' on your packaging ▶ Chart on back of this document
- SAME REGULATORY COMPLIANCE
- SAME QUALITY AND PERFORMANCE RELIABILITY
- A MARGINAL COST-IN-USE IMPACT in the final product (due to the small amount of natural vanillin inside)



PROTECT YOUR BUSINESS FROM VANILLA BEAN EXTRACT QUALITY & PRICE FLUCTUATIONS

The reliable natural source at an affordable price

- RELIABILITY OF SUPPLY: Secured sourcing of raw material, less sensitive to weather and crop fluctuation risk
- COMPETITIVE & STABLE PRICING: Traded on a regulated market compared to beans
- QUALITY & TASTE CONSISTENCY:
 - High consistent quality due to a fully mastered bioconversion process
 - High consistent taste profile thanks to a perfect consistency, ensuring Brand preservation
 - Similar organoleptic profiles :



Sensory evaluation performed by a trained panel-Solvay Vanil'Expert Center



RHOVANIL® NATURAL CW:

A UNIVERSAL NATURAL LABELING (EU & US COMPLIANCE)

As far as flavoring substances are concerned, the following regulations are in force:



EU REGULATIONS (EC 1334/2008)

Criteria \ Vanillin source	Vanilla bean	Ferulic acid from rice bran				
			Eugenol	Curcumin	Catechol	Lignin
1. Natural raw material	✓ Vanilla bean	✓ Ferulic acid from rice - Non GMO	✓	✓	✗	✗
2. Traditional process*	✓ Extraction	✓ Fermentation	✗	✗ Synthetic process	✗	✗
3. Final substance present in nature	✓	✓	✓	✓	✓	✓
Natural flavouring substance						



Compliant



Non compliant






LABELING IN EUROPE: NATURAL FLAVOURING/ FLAVOUR/ VANILLA FLAVOUR/VANILLIN

*Authorized traditional food preparation processes highlighted in Annex II of EC 1334/2008 include extraction, distillation, fermentation, microbiological processes, heating, cooking, baking, frying (up to 240°C at atmospheric pressure) and pressure cooking (up to 120°C).



US REGULATIONS FDA 21 CFR 101.22 & USDA's NOP & TTB (ALCOHOL AND TOBACCO TAX AND TRADE BUREAU)

FDA	1. Natural raw material 2. Allowed natural process**	**According to the FDA regulations, the allowed natural processes are the following: "essential oil, oleoresin, essence or extractive, (...) eggs, dairy products, or fermentation products thereof".	✓ 
TTB	Natural process	«Ex-ferulic vanillin made by bioconversion has been determined to be a natural process resulting in a natural product.»	✓ 
USDA	Compliant with USDA standards	«The National Organic Program (NOP), part of USDA service, has regulatory oversight responsibilities over the USDA organic standards.»	✓ 



LABELING IN THE US: VANILLIN/ VANILLIN DERIVED BY A NATURAL PROCESS

FOCUS ON INNOVATIVE NATURAL VANILLIN BASED SOLUTIONS

- REPLACE VANILLIN OR VANILLA BEAN EXTRACT IN DEMANDING FOOD APPLICATIONS
- BENEFIT FROM FUNCTIONS SUCH AS MASKING OFF NOTES AND MOUTHFEEL EFFECT



Based on RHOVANIL® NATURAL



VANIFOLIA®
BEAN

Based on vanilla bean extract
Cost-effective alternative
Consistent taste performance matching the bean extracts profile



Contact our Team to know more about the most appropriate solutions for your challenges: product.info@solvay.com



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