

Solvay Introduces Vanifolia™ and Vanifolia™ Bean Natural Flavor Brands and Broadened Govanil™ Functional Flavor Range at Fi Europe 2015

*New product offering addresses growing demand for flavors gained from natural sources
GMO-free and fully compliant with both U.S. and European natural flavor regulations*

LYON, France, December 1, 2015 – Solvay Aroma Performance, a pioneer in vanilla flavors since 1884, introduces two new natural flavor brands at Food Ingredients Europe 2015 (Fi Europe) show: Vanifolia™, a range of global natural flavors that are based on core technology and benefit from Solvay's infinite experience in the formulation of vanilla flavors; and Vanifolia™ Bean, a new range of vanilla flavors derived from genuine vanilla orchid beans. Solvay is exhibiting its comprehensive product offering, including a broadened range of Govanil™ functional flavors on Booth 7H66.

“With this strategic expansion of our established product portfolio, we are taking another big step ahead in the value chain of fully natural flavors in line with ‘natural’ consumer trends and ‘natural’ labeling regulations,” says Jean-Pierre Cuif, Solvay Global Flavors manager. “At the same time, Vanifolia also answers customers’ new needs for more complex flavor formulations tailored for instance, to specific health and wellness product solutions or clean label requirements.”

Vanifolia™ recalls the rich experience of the natural vanilla taste in addition to unique functions offered by our new collections of flavors. At the same time it highlights the continuing innovation of Solvay's product portfolio in this market, following the successful introduction of Govanil™ functional flavors in 2012. This specific functional vanilla flavors range has been extended and now offers an additional and unparalleled taste experience. New grades have been developed to meet needs in specific markets such as bakery and chocolate.

Complementing the Govanil™ offering, Vanifolia™ provides a new range of global natural flavors based on core expertise and technology. Our products meet the highest food safety standards and are fully compliant with both U.S. and European flavor regulations, including EU directive 1334/2008 and FDA 21CFR101.22 on ‘natural’ labeling. This means that customers will be able to designate Vanifolia™ on food packaging labels as a ‘natural flavor’.

Driven by a significant natural trend, Vanifolia™ provides organoleptic, functional benefits and solutions for key food market segments including bakery, chocolate and confectionery, instant powder drink products and nutritional products. Vitamin-rich and protein-packed nutrition is no longer the sole domain of athletes, but has grown into a large consumer-led market governed by high expectations of health and wellness. Vanifolia™ natural flavors add significant value to these performance products having been designed for masking off-notes while balancing or boosting overall taste. Some similar requirements apply to instant powder drinks, where Vanifolia™ creates a more authentic and pleasant taste experience. In bakery premix formulations, the new natural flavors also help to reduce sugar while ensuring a lasting sweet taste with a unique vanilla note. In chocolates and confectionery, Vanifolia™ has a perfect fit for harmonizing the qualities of cocoa with premium indulgent tastes. Vanifolia™ is available in powder and liquid grades providing optimized processing properties.

The new Vanifolia™ Bean experience combines all the qualities of Vanifolia™ but with the added benefit of a natural flavor based on genuine vanilla bean extract. In Europe, this product range allows ‘natural vanilla flavor’ labeling, addressing growing consumer awareness for clean label safe food ingredients.

Solvay Aroma Performance has more than 130 years of experience in the food industry and has become a role model for food safety, traceability and security of supply in this market. "Vanifolia underscores our dedicated vanilla taste focus and expertise, which is a valuable strength that we are proud to share with our customers throughout all product ranges, from vanillin and ethyl vanillin ingredients to functional, natural and true vanilla flavors," concludes Jean-Pierre Cuif.

The product portfolio is backed by a network of Vanil'Expert Centers with flavorists, food technologists and analysts dedicated to supporting Solvay customers around the world in optimizing their vanilla flavor requirements. At Fi Europe 2015 (December 1-3) held at the Parc des Expositions, Paris Nord Villepinte, specialists from Solvay Aroma Performance will be available on Booth 7H66 to discuss the trends and needs in the market for safe and sustainable flavor formulations.

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About 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 in a single site the whole manufacturing chain – from catechol to its historic flagship brands of Rhovanil® and Rhodiarome®. Leading the way in natural aroma trends, Solvay offers a full range of natural vanillin and vanilla flavor products. The Aroma Performance business unit operates facilities in Saint-Fons (France), Baton Rouge, LA (USA) and Zhenjiang (China). Learn more at WWW.VANILLA-FLAVORS.COM.

As an international chemical group, [SOLVAY](#) assists industries in finding and implementing ever more responsible and value-creating solutions. Solvay generates 90% of its net sales in activities where it is among the world's top three players. It serves many markets, varying from energy and the environment to automotive and aeronautics or electricity and electronics, with one goal: to raise the performance of its clients and improve society's quality of life. The group is headquartered in Brussels, employs about 26,000 people in 52 countries and generated 10.2 billion euros in net sales in 2014. Solvay SA ([SOLB](#)) is listed on [EURONEXT](#) in Brussels and Paris (Bloomberg [SOLB:BB](#) – Reuters: [SOLB.BR](#)).

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VANIFOLIA™

Global natural flavors
based on core natural technology



VANIFOLIA™
BEAN

Natural flavors based on genuine
vanilla bean sources

