

Vanilla, beans and beyond  
Discover our world of vanilla





# The **artistry** of creation

“When developing a vanilla flavour we don’t just aim at delivering a good top note, but we take into consideration all the dimensions of taste as well as the interaction with the base. This way we can differentiate our customers’ profiles and push the boundaries of vanilla taste. This is the approach and philosophy behind our Vanilla programme.”

**Max, Principal Flavourist at Givaudan**

# Whatever your challenge with vanilla, we have the solution

## **Knowledge through experience**

Deep knowledge comes from extensive, long-term experience. Givaudan's flavourists and Consumer Insights teams have decades of experience that combines to an unrivalled level of expertise. Over 100 flavourists work on vanilla creating over 1,000 new vanilla flavours annually. Their knowledge enables them to create superior extracts and flavours, drawing on a broad ingredient palette that balances cost-in-use and brand positioning. Givaudan's Consumer Insights create a connection between the emotional appeal of vanilla and consumer preferred profiles.

## **Going beyond beans... a full vanilla portfolio**

We offer one of the widest selections of vanilla profiles and deliver cost-effective vanilla as well as vanilla-based natural flavour solutions. Our vanilla portfolio ranges from origin specific vanilla (such as Bourbon/Madagascar, Tahitian) to natural solutions to replace ethyl-vanillin in your products. It also includes customised extracts (in liquid form, concentrates or powders) and natural vanilla flavours.

# Madagascar with heart and soul

Today, as one of the largest suppliers of vanilla, we are committed to supporting vanilla communities. Givaudan formed a joint venture with Henri Fraise Fils et Cie, a local partner and a long-time Madagascar vanilla exporter, to take a more active role on the ground. Through the Givaudan Foundation, we partner with local NGOs to support over 3,000 Malagasy vanilla farmers and their families in more than 30 villages. Our rural development programme covers many relevant areas for the local people.





# Communities at source: Actively partnering with farmers



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32  
villages

3,000  
farmers  
& their families

3,600  
schoolchildren



## Food security

- Rice intensification trainings to increase yields and promote local food autonomy



## Education

- Construction and renovations of 26 schools
- Educational programmes on good nutrition
- Provision of school furniture and equipment



## Hygiene & Health

- A village health centre equipped and operational
- 42 water wells constructed
- 21 schools equipped with lavatories



## Alternative revenues

- Promotion of income diversification, through animal breeding, fishery, beekeeping

# Fully integrated Madagascar-based **supply chain** to source traceable, **certified vanilla**

Working in partnership with Malagasy farmers of certified vanilla helps us ensure a transparent supply chain and traceability of this universally loved ingredient. Certification programmes link vanilla to individual farmers, and certified growers have the security of knowing that they have a market for their product. By working directly with vanilla farmers, we help them to create a more secure supply over time. Independent audits validate origin and agricultural techniques.

## **Traceable, certified vanilla**

**Fair Trade**

**Traceable**

**Traceable:** From the farm in Madagascar

**Certified beans:** Farm certified by third party

**Agricultural:** Approved agricultural practices

**Environmentally-friendly:** Natural vanilla from environmentally friendly farming

**Fair trade:** Vanilla farmers benefit from premiums

**Social:** Good working conditions

**Community development:** Support of community projects



# Sustainable **innovations** in natural flavours

## **A signature for your taste profile**

No matter the challenge, our expertise allows us to flexibly create a customised signature taste profile for your application, be it ice cream, chocolate, yoghurt, bakery, caramel filling, cereal or milk.

## **Delivering stability in a volatile world**

Our vanilla extenders – proprietary blends of extracts and concentrates – can mimic the flavour of a vanilla extract all the while minimising market volatility. We also have a new range of cost-effective natural flavours that will support your clean labeling.

## **Traceable, certified vanilla**

Our joint-venture partnership with our Madagascan partner Henri Fraise Fils et Cie brings you a greater peace of mind when it comes to sourcing traceable and certified vanilla ingredients for your products.







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vanilla, we have the solution  
[givaudan.com](http://givaudan.com)