

146mm

Vanilla: a core competence

Symrise's earliest roots can be traced to Dr. Wilhelm Haarmann's - founder of Haarmann & Reimer, Symrise's predecessor - discovery of synthesized vanillin in 1874, a significant flavor milestone. Over the many years since his discovery, advances have been forged to create **simply vanilla®**, a Symrise brand that represents some of the industry's highest quality and best tasting vanilla products. Excellence can be recognized throughout every step of Symrise's vanilla production processes, from the pollination of vanilla flowers through the development of finished products such as vanilla yogurt, vanilla ice cream, chocolate confections and bakery.

Symrise knowledge of vanilla is a core competency that makes for the ideal development partner, working side by side with customers to achieve market success, transforming vanilla into multiple **taste for life®** options that consumers love.



MADAGASCAR

The purest Bourbon vanilla beans from Madagascar - one of the world's largest vanilla-growing regions - are the starting points that Symrise relies on to create **simply vanilla®** products. Symrise buys and processes precious vanilla pods that are the key raw material for the most important sweet flavoring in the world.

A model of sustainable growth

Symrise is proud of its success story in Madagascar, having invested in building a community-wide network of local farmers, sharing with them best practices in sustainable agriculture and vanilla curing. Symrise's pioneering program has been nominated for national and international awards. Together, local workers, Symrise field trainers, farmers and surrounding communities all play a vital role in the traceability of the vanilla value chain, the strength of the local economy and the guarantee of sustainable quality.

148mm



Cover Back

148mm



simply vanilla®
discover. create. experience.

Cover Front

148mm



148mm



TASTE

Vanilla has become a common, nearly standard designation for universally known and much liked taste. However its richness and complexity goes far beyond...

So how do you describe the taste of vanilla?

Because it is a formidable challenge for most consumers to describe the taste distinctions of vanilla, Symrise relies on sensory analysis panels comprised of specially trained experts who know how to pinpoint complex sensory impressions. They are skilled at breaking down substances such as vanilla into 18 descriptors that establish criteria and identify nuances. These panelist's perceptions help determine whether a new formulation meets consumer desired criteria.

anisic, almondy, vanillin, woody, spicy, cinnamon, milky, buttery, creamy, beany, fruity, rummy, lactonic, nutty, brown, caramel, blond, caramel, eggy, balsamic, coumarin.

PROFILE

To grasp the complexities of vanilla flavor development, it's important to note that high value, sought-after vanilla flavor is derived from just about two percent of the weight of a dried vanilla bean. While natural vanillin is the most prevalent component, there are 400 other components, which may play on the sensory perception. Symrise has uncovered and identified many of these, to create flavors with a typical vanilla "fingerprint".

Customizing specific taste profiles

Through our vanilla expertise and a team of Symrise experts we are able to provide customers with solutions to overcome formulation, labeling and production challenges.

146mm



Inspiration, solution, success The new **taste for life®**

taste for life® is Symrise's unique taste platform that provides the industry with a fantastic variety of taste solutions which combine consumer insights and the requirements of consumer brands.



210mm

210mm