



SIMPLY VANILLA®

VANILLIN FLAVOUR SOLUTIONS

MARKET CHALLENGES AND SOLUTIONS



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The taste of Vanillin is liked in sweet goods all over the world.

Nevertheless, the synthetic Vanillin market has some shortcomings:

- The market is depending on a few Vanillin suppliers
- The Vanillin market price is strongly volatile due to frequently changing raw material costs and fluctuating production input costs
- The market is facing supply chain bottlenecks due to instable Vanillin availability

Symrise offers a broad portfolio providing the beloved Vanillin taste profile while fulfilling the need for availability, price stability and great taste.

BENEFITS OF THE VANILLIN FLAVOUR SOLUTIONS

- Sustainable flavour availability which cuts out supply chain bottlenecks
- Stable and price competitive products
- Sensory validated and regulatory compliant solutions



SUSTAINABLE
FLAVOUR
AVAILABILITY

STABLE
AND PRICE
COMPETITIVE
PRODUCTS

REGULATORY
COMPLIANT
SOLUTIONS



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THE PORTFOLIO

We support you to overcome these market challenges with a wide portfolio of Vanilla flavours type Vanillin. We can offer natural flavour as well as flavour solutions in line with your requirements and consumer needs.

NATURAL VANILLIN FLAVOUR SOLUTIONS

Product number	Product name	Legal name	Form	Palm	Kosher	Halal	Dosage baked goods	Dosage chocolate	Dosage fat fillings	Dosage powdered foods
SY325529	Vanilla Flavour Type Vanillin	Natural Flavouring	dry	free	suitable	suitable	0.15 – 0.25 %	0.15 – 0.25 %	0.15 – 0.25 %	0.15 – 0.25 %
SY325530	Vanilla Flavour Type Vanillin	Natural Flavouring	dry	free	suitable	suitable	0.15 – 0.25 %	0.15 – 0.25 %	0.15 – 0.25 %	0.15 – 0.25 %
SY325527	Vanilla Flavour Type Vanillin	Natural Flavouring	dry	free	suitable	suitable	0.15 – 0.25 %	0.10 – 0.20 %	0.15 – 0.25 %	0.15 – 0.25 %
SY239078	Vanilla Flavour Type Vanillin	Natural Flavouring	dry	free	suitable	suitable	0.15 – 0.25 %	0.05 – 0.15 %	0.05 – 0.15 %	0.05 – 0.15 %

VANILLIN FLAVOUR SOLUTIONS

Product number	Product name	Legal name	Form	Palm	Kosher	Halal	Dosage baked goods	Dosage chocolate	Dosage fat fillings	Dosage powdered foods
SY716181	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.10 – 0.20 %	0.10 – 0.20 %	0.15 – 0.25 %	0.15 – 0.25 %
SY715828	Vanilla Flavour Type Vanillin	Flavouring	dry	included	suitable	suitable	0.10 – 0.20 %	0.10 – 0.20 %	0.15 – 0.25 %	0.15 – 0.25 %
SY716183	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.10 – 0.20 %	0.10 – 0.20 %	0.15 – 0.25 %	0.15 – 0.25 %
SY714410	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.05 – 0.10 %	0.05 – 0.10 %	0.10 – 0.20 %	0.05 – 0.15 %
SY634399	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.05 – 0.15 %	0.05 – 0.10 %	0.10 – 0.20 %	0.05 – 0.15 %
SY483368	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.03 – 0.10 %	0.01 – 0.05 %	0.03 – 0.10 %	0.03 – 0.10 %
SY250130	Vanilla Flavour	Flavouring	dry	free	suitable	suitable	0.10 – 0.20 %	0.01 – 0.05 %	0.05 – 0.15 %	0.05 – 0.15 %
SY350540	Vanilla Flavour Type Vanillin	Flavouring	dry	free	suitable	suitable	0.10 – 0.20 %	0.05 – 0.15 %	0.05 – 0.15 %	0.05 – 0.10 %
SY654248	Vanilla Flavour Type Vanillin	Flavouring	liquid	free	suitable	suitable	0.05 – 0.10 %	-	0.03 – 0.10 %	-

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