

Sirha 2015: the world food professional event benefits from the Solvay Food expertise.

Lyon, France – 27 January 2015 — Solvay, world leader in vanillin and vanilla flavors, was at Sirha 2015, the international event for Food professionals, as jury member of the 12th French Bakery Cup and the Pain and Co Master Class.

The Bakery French Cup, organized during Sirha, reflects the dynamic nature of the baking profession. For this 12 edition, ten teams of three candidates were vying during three days with one other in 3 categories: Breads, Pastries and artistic creation.

This major annual event was held by an Experts' jury. Among the Best Craftsman of France (M.O.F*) and bakery professionals, **Bernard Barlet**, Food technologist within Solvay Aroma Performance.

"The Bakery market is an important sector for Solvay as a leading player in vanillin and vanilla flavors, important functional ingredients for such applications. We share our strong expertise with our customers thanks to our Vanil'Expert centers, applicative labs dedicated to Solvay products range." explains **Bernard Barlet**.

"To be member of the jury is the recognition of historical food know-how. It also stresses our important role in proposing solutions to the major Food challenges around Natural labeling, Nutrition or high protein applications" he adds.



Bernard Barlet,

Food technologist and expert in Bakery & high protein Nutrition – Solvay Aroma Performance

*M.O.F : Meilleur ouvrier de France

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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 the whole manufacturing chain – from Catechol to its historic flagship brands Rhovanil® and Rhodiarome® – in each of its facilities in both Saint-Fons (France) and Baton Rouge (USA) and, shortly, in Zhenjiang (China). In 2013, Govanil™, a functional vanilla flavors range, has been launched.

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 29,400 people in 56 countries and generated 9.9 billion euros in net sales in 2013. Solvay SA ([SOLB.BE](#)) is listed on [NYSE Euronext](#) in Brussels and Paris (Bloomberg: [SOLB:BB](#) - Reuters: [SOLB.BR](#))

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