



PRESS RELEASE

Solvay spotlights 'natural' and 'tasty' at Supply Side West 2016

Solvay, booth LL128, Supply Side West, October 4-8, 2016, Las Vegas

Princeton, NJ. – (September 6, 2016) – Leading nutritional solutions provider Solvay will showcase its 'natural' and 'functional' range of vanilla ingredients at this year's Supply Side West (SSW) show in Las Vegas, allowing manufacturers to capitalize on growing consumer desire for 'clean' labeling, health and wellness without compromising taste.

With growing interest in a more natural, organic or additive-free diet, consumers are increasingly aware of the ingredients that flavor their favorite dietary supplements, foods and beverages.

Solvay's natural 'Vanifolia™' range is a functional vanilla ingredient and a newly designed solution. It allows manufacturers to make the 'natural' label claim and serves as a replacement for vanilla bean or for addressing the need for more natural ingredients in food at a fraction of cost. Vanifolia™ is derived mainly from GMO-free rice bran using a patented bio-fermentation process and complies with U.S. and European regulations, including EU directive 1334/2008 and FDA21CFR 101.22 on 'natural' labeling. It provides key properties for both processing and organoleptic requirements for a number of applications including performance/sports nutrition, vitamins and nutraceuticals, and functional foods and beverages.

According to Edouard Janssen, vice president of Solvay's Aroma Performance business unit in the Americas, *"Eight out of 10 consumers want food and beverage products that have a 'natural' label claim on them. Only three out of 10 consumers can actually afford these products. Quite candidly, 'natural', 'clean label' products for the most part have been limited to a niche---for the most part an elite group of consumers."* Janssen added *"We want to change that by providing value to manufacturers and ultimately consumers so that they can recalibrate their lifestyle with products that address their health needs without compromising taste and affordability."*

Aparna Parikh, head of marketing for Solvay's Aroma Performance business unit in North and Latin Americas, added, *"As consumer interest in health and nutrition continues to grow, the complexities for manufacturers in the dietary supplement, food and beverage industry are enormous. With our strong applications expertise and expanded portfolio, we're excited about the new opportunities we can offer to our customers. Our products serve as flavoring agents, flavor enhancers and taste maskers – all very important for the dietary supplement, food and beverage industry."*

Solvay is sponsoring Supply Side West's "Clean and Natural Label" workshop from 9 a.m. to 5 p.m. PDT Wednesday, Oct. 5. Workshop attendees will have a chance to connect with Solvay staff and learn more about how Solvay's vanilla taste solutions that can help them with their 'natural' 'clean' label requirements and take advantage of a lucrative, growing, global market.

Tradeshow attendees are also invited to visit Supply Side West's 'Tasting Bar' and sample Solvay's delicious chocolates containing Vanifolia™, a natural, functional vanilla ingredient imparting premium taste, and offering a 'natural' label claim.

To learn more about Solvay's broad line of vanilla - Vanifolia™ natural and Govanil™ functional vanilla flavor, Rhovanil® vanillin, Rhodiarome® ethyl-vanillin, Rhovanil® Natural – and how they



can help develop great tasting products that address growing consumer interest in natural, clean label products , please visit Solvay at Supply Side West, Booth LL128 or, call 1-800-446-3700 or visit: www.safevanillin.com

ENDS

 [FOLLOW US ON TWITTER @SOLVAYGROUP](https://twitter.com/SOLVAYGROUP)

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 and Guaiacol to its historic flagship brands 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 on three continents including in Saint-Fons (France), Baton Rouge (USA) and Zhenjiang (China).

An international chemical and advanced materials company, Solvay assists its customers in innovating, developing and delivering high-value, sustainable products and solutions which consume less energy and reduce CO2 emissions, optimize the use of resources and improve the quality of life. Solvay serves diversified global end markets, including automotive and aerospace, consumer goods and healthcare, energy and environment, electricity and electronics, building and construction as well as industrial applications. Solvay is headquartered in Brussels with about 30,900 employees spread across 53 countries. It generated pro forma net sales of € 12.4 bn in 2015, with 90% made from activities where it ranks among the world's top 3 players. Solvay SA (SOLB.BE) is listed on Euronext in Brussels and Paris (Bloomberg: SOLB:BB - Reuters: SOLB.BR).

CONTACT:

Customers:

[Aparna Parikh](#)
Head of Marketing, Solvay Aroma Performance, Americas
+1 609 860 4054 (office)
+1 609 235 5146 (mobile)
aparna.parikh@solvay.com

Press:

[David Klucsik](#)
Solvay Communications North America
609-860-3616 (office)
609-516-6764 (mobile)
david.klucsik@solvay.com