

SOLVAY AROMA PERFORMANCE JOINS DVAI, THE GERMAN PROFESSIONAL ASSOCIATION OF THE FLAVOUR INDUSTRY

Lyon (France), 25 November 2014 – Solvay Aroma Performance, the world's leading producer of vanillin and vanilla flavors, becomes member of DVAI, the German professional association of the Flavour industry, since its annual general assembly held in Vienna, Austria, early November.

This membership points out the Aroma Performance historical position within the Flavour industry as a key supplier of vanillin, ethyl-vanillin and natural vanillin, universal ingredients used in a wide range of formulations. Thanks to a new coming vanillin plant in Asia and a doubled natural vanillin capacity, Solvay Aroma Performance strengthens its position in Flavor and Food markets.

“Already member of SNIAA, the French national flavor association, it was important for us to pursue the approach in Germany by integrating the DVAI” explains Vincent LAJOTTE, Aroma Ingredients Business Director at Solvay. *“We share DVAI commitments for Food safety and fair rules for the benefits of the consumers”*, adds Vincent LAJOTTE, Aroma Ingredients Business Director.

Reinforcing Solvay intimacy with F&F industry to support its growth

Solvay commits to get closer to German F&F professionals who lead the domestic and global trends in this Industry. It will further support the flavor growth thanks to its proximity with Flavour houses and their challenges.

“Germany is a key European platform we want to formally be part of, to better anticipate consumers’ and market needs”, adds Marco DOPPLER, Solvay DVAI representative and Aroma Ingredients Key Account Manager.

Sharing Solvay expertise in vanillin, natural vanillin and regulations

One of the main missions of DVAI is linked to the monitoring and the promotion of the legislative developments concerning flavouring markets. As vanillin producer for more than a century, Solvay has built a unique expertise of this universal ingredient facing the sharp and complex regulatory environment.

As a responsible company and a key partner of the F&F industry, Solvay shares its experience with the DVAI association and together leverage the knowledge on technical and legal assets while aligning the best practices.

“We always keep in mind consumers and their needs for more transparency, traceability and clarity on food ingredients, especially for natural vanillin and flavour labeling”, concludes Vincent LAJOTTE.

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The DVAI (Deutscher Verband der Aromenindustrie e.V.) was founded in Berlin in 1906. At present, more than 60 members, involved in the flavours industry, are affiliated to this professional association. For more information on DVAI, access its [website](#).

More information on WWW.SAFEVANILLIN.COM

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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).

ANNE-ELISABETH MOUREY
ANNE-ELISABETH.MOUREY@SOLVAY.COM
Solvay Aroma Performance
+33 (0)6 07 66 31 94

MAUD JOASSARD
MAUD.JOASSARD@SOLVAY.COM
Solvay Aroma Performance
+33 (0)4 26 19 71 38