



PRESS RELEASE

Solvay to showcase its comprehensive vanilla range and expertise at IFT 2016

Solvay, booth 4280, IFT, 17-19 July 2016, Chicago

Princeton, NJ. – (July 11, 2015) - Solvay, a pioneer and world leading producer of vanillin and ethyl-vanillin, will bring its comprehensive vanilla taste range and expertise to this year's Institute of Food Technologists (IFT) meeting and food expo in Chicago. Visitors are invited to booth #4280 to discover how Solvay can help create great tasting nutritional products, set its customers apart from competition and help get their products to the market faster.

First to produce the vanillin molecule on an industrial scale in 1884, Solvay continues to provide innovation and safety to food industries with an extensive range of functional vanilla flavors. "Our brands set and often exceed market standards for vanillin in the food industry. Our Rhovanil® vanillin is of the highest purity, consistent quality, best-in-class safety and traceability," said Edouard Janssen, vice president of Solvay's Aroma Performance business unit in the Americas. "And it's 'made in the USA'."

Janssen continued "“Consumer research indicates most consumers will not sacrifice taste for health (source: Healthfocus, 2015). Combining health and indulgence is a tough challenge for any food manufacturer. Our broad portfolio of ingredients - natural, functional and nature identical -- allows manufacturers to meet the demanding needs of today's consumer without compromising taste.”"

Solvay's portfolio includes natural products to meet "natural" and clean label requirements. Its vanilla formulations provide unlimited support in facing food processing and performance challenges, especially in chocolate, bakery, instant powder drinks and nutraceuticals.

To learn more about Solvay's broad line of vanilla - Rhovanil® vanillin, Rhodiarome® ethyl-vanillin, Rhovanil® Natural, Vanifolia™ natural and Govanil™ functional vanilla flavors – and how they can help develop great tasting products and get to the market faster, please visit Solvay at IFT booth #4280. Or, call 1-800-446-3700 or visit: 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 in a single site the whole manufacturing chain — from Catechol and Guaiacol to its historic flagship brands Rhovanil® and Rhodiarome®. The Aroma Performance business unit operates facilities in Saint-Fons (France), Baton Rouge (USA) and soon in 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](#)).

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