

VANILLA

anything but plain

VOTED MOST POPULAR: MADAGASCAR

THE APPEAL OF VANILLA

Vanilla extract is well known among consumers as most have it on hand in their kitchen cupboards for baking. Madagascar vanilla is regarded as the most popular vanilla profile in food and beverage products, appealing to seven out of 10 consumers and making it the top global producer of vanilla.

Madagascan beans are the thinnest of all vanilla beans seen today, but they are the most impactful in terms of flavor with a vanillin level of 2.0 to 2.5%. Vanillin is the primary component of the extract of the vanilla bean.

Madagascar vanilla flavor is described as sweet, creamy, rich, tobacco-like, balsamic and with a spicy back note.

MADAGASCAN



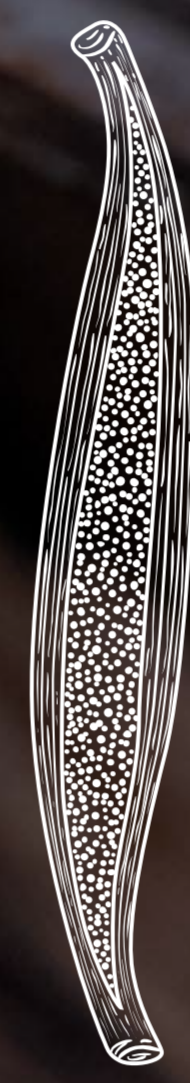
68%

TAHITIAN



51%

MEXICAN



47%

W. INDIAN



36%

OTHER



03%



ROLL CALL: VANILLA PRESENT

Hundreds of products launch every year with vanilla flavor. It's a mainstream, traditional flavor that consumers love. Vanilla is used in all types of products from cookies to protein powder to coffee creamer. As more products launch using vanilla as an ingredient, vanilla extract is used in more than half of these products.

New Product Launches Using Vanilla Ingredient:

2020

2021

2022

BE A PART OF
THIS YEAR'S
VANILLA
STORY

Contact Us at
us.inquiry@
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- Vanilla Extract
- Natural Vanilla Flavor
- Artificial Vanilla Flavor

Consumer Facts

Serving size n=508

Amount per serving

Vanilla 100

% Value*

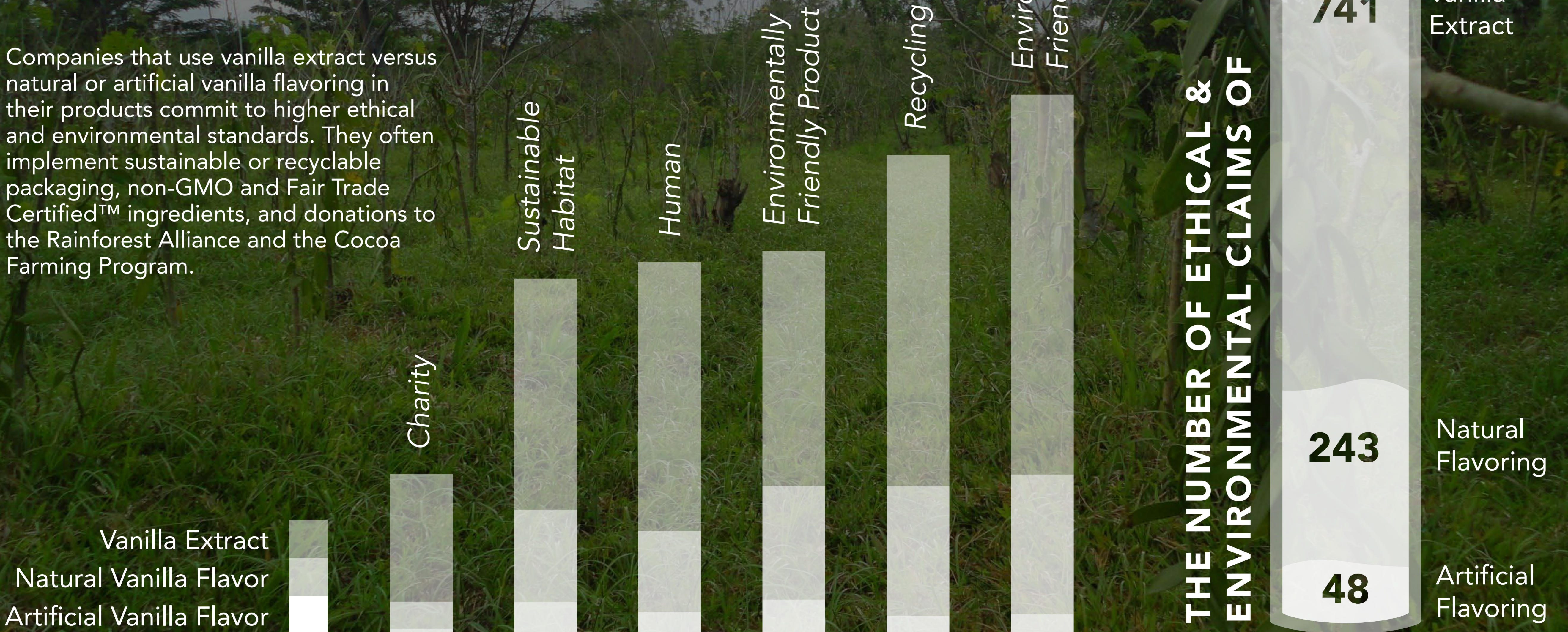
Made With

Pure Vanilla Extract	57%
Natural Vanilla Flavor	26%
Natural Vanilla Flavor and Other Natural Flavors	8%
Natural Vanilla Type Flavor	4%
None of the Above	3%
Natural and Artificial Vanilla Flavor	2%
Artificial Vanilla Flavor	1%

*The % Value shows that in a market where consumers are bombarded with over processed ingredients it's important for consumers to recognize the ingredients on the back label. So see what sounds the most natural to consumers above.

VANILLA, ETHICS, & THE ENVIRONMENT: A COMMITMENT TO DOING GOOD

Companies that use vanilla extract versus natural or artificial vanilla flavoring in their products commit to higher ethical and environmental standards. They often implement sustainable or recyclable packaging, non-GMO and Fair Trade Certified™ ingredients, and donations to the Rainforest Alliance and the Cocoa Farming Program.



**EXPLORE
120+ YEARS
OF VANILLA
EXTRACTION
EXPERTISE**

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CONTACT US > For additional insight or to discuss your vanilla needs. Email: us.inquiry@synergytaste.com