



NIELSEN · MASSEY

FINE VANILLAS & FLAVORS

VANILLA SOURCING:

FOOD AND BEVERAGE MANUFACTURERS' GUIDE TO QUALITY AND CONSISTENCY

Pure vanilla extract is one of the most important natural ingredients in any food product developer's toolkit because of the way it enhances, masks and provides its own sought-after flavor. It's a key catalyst for achieving a desired flavor profile across a broad range of applications from ice cream and dairy to bakery, confectionary, beverages and even savory products.

Ensuring that your vanilla manufacturing partner sources its beans from the best growers who follow time-honored harvesting and curing methods will help guarantee access to a stable, consistent supply of top-quality vanilla both now and as your needs expand in the future.

SOURCING TOP-QUALITY VANILLA

Work with suppliers who leverage a global grower network:

Vanilla beans grow on forest-dwelling orchids that thrive in a few fragile regions near the equator which can be affected by volatile weather or political unrest. Growing vanilla is a labor-intensive process, as each vanilla orchid blooms for only a single day when it must be painstakingly hand pollinated. By working with a partner who sources beans across multiple growing regions, you can insulate your supply from the effects of local weather crises or political disruptions in any single vanilla-growing region.

Ask your supplier about geographic origin and quality standards:

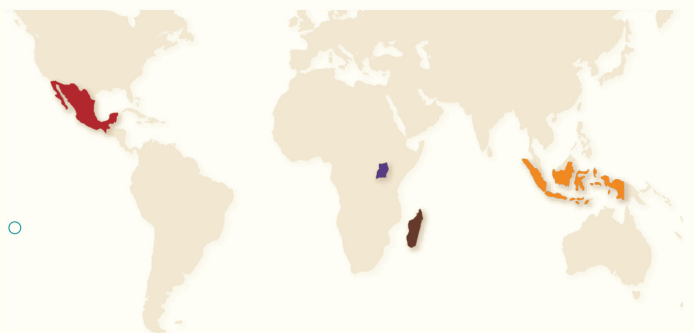
While about 80 percent of the world's vanilla is produced in Madagascar, it's also grown in Mexico, Uganda, Tahiti, Papua New Guinea and Indonesia, among other places. Beans from each region are sold in a range of quality levels and each offers a distinct flavor profile.

Use the unique flavor characteristics of regional vanillas to develop a truly exceptional, one-of-a-kind flavor:

While mass vanilla producers may focus only on Madagascar, specialty suppliers source from multiple areas for flavor diversification. Leveraging these varieties in a unique custom blend is one way to ensure a truly distinctive flavor profile for your products.

KNOW YOUR REGION OF ORIGIN

- **Madagascar**
Rich, creamy classic vanilla flavor
- **Mexico**
Spicy-sweet character reminiscent of nutmeg
- **Uganda**
Versatile and bold with notes of chocolate
- **Tahiti**
Light, floral and fruity with notes of cherry
- **Indonesia**
Strong, with smoky and woody notes





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WORK WITH REPUTABLE SUPPLIERS

Because of its premium cost, substandard vanilla is common — particularly in processed forms like ground beans, seeds or extracts, where adulteration is difficult for inexperienced buyers to detect. Working with reputable, long-established suppliers with deep vanilla expertise is the best way to protect your business and your customers, and to ensure you receive a high-quality product.

PROMOTING SUSTAINABILITY AND TRANSPARENCY

Consumer demand for natural products and clean labels continues to grow. In today's global market, manufacturers should demand credible sourcing transparency from their vanilla suppliers that can create a competitive advantage in their ingredient deck.

Because vanilla grows in some of the world's most volatile and vulnerable regions, it's critical to work with stable suppliers who display genuine commitment to responsible partnerships with multiple vanilla-growing communities around the globe, and who are transparent about those relationships.

- Reputable independent industry organizations such as the Sustainable Vanilla Initiative (SVI) can be an excellent resource for identifying responsible suppliers.
- Specialty suppliers are best positioned to enforce the stringent vanilla growing and harvesting standards promulgated by SVI. With the prevalence of undesirable shortcut measures among some vanilla bean growers and processors, specialty suppliers play an important role in ensuring that the highest quality standards are followed.

ASK YOUR SUPPLIER

- From what region do you source vanilla? What documentation guarantees this origin?
- Do you provide custom flavor blends from diverse vanilla varieties?
- What safeguards does your supply chain have in place to protect from supply disruptions?
- What are your selection criteria?
- What specific actions does your company take to ensure a sustainable global vanilla supply? How are these impacts measured and reported?
- What clean label and sustainability certifications does your vanilla carry?

Nielsen-Massey has generations of experience delivering the world's finest vanillas and flavors to manufacturers like you. Email hello@nielsenmassey.com for more information on our products and how we partner with our customers to create premium flavors.