

# THE HOME OF SUSTAINABLE VANILLIN



# SMART VANILLIN

Borregaard has produced sustainable plant-based vanillin from wood since 1962. Building on six decades of experience we have developed a wide range of specially adapted varieties of vanillin for different applications.

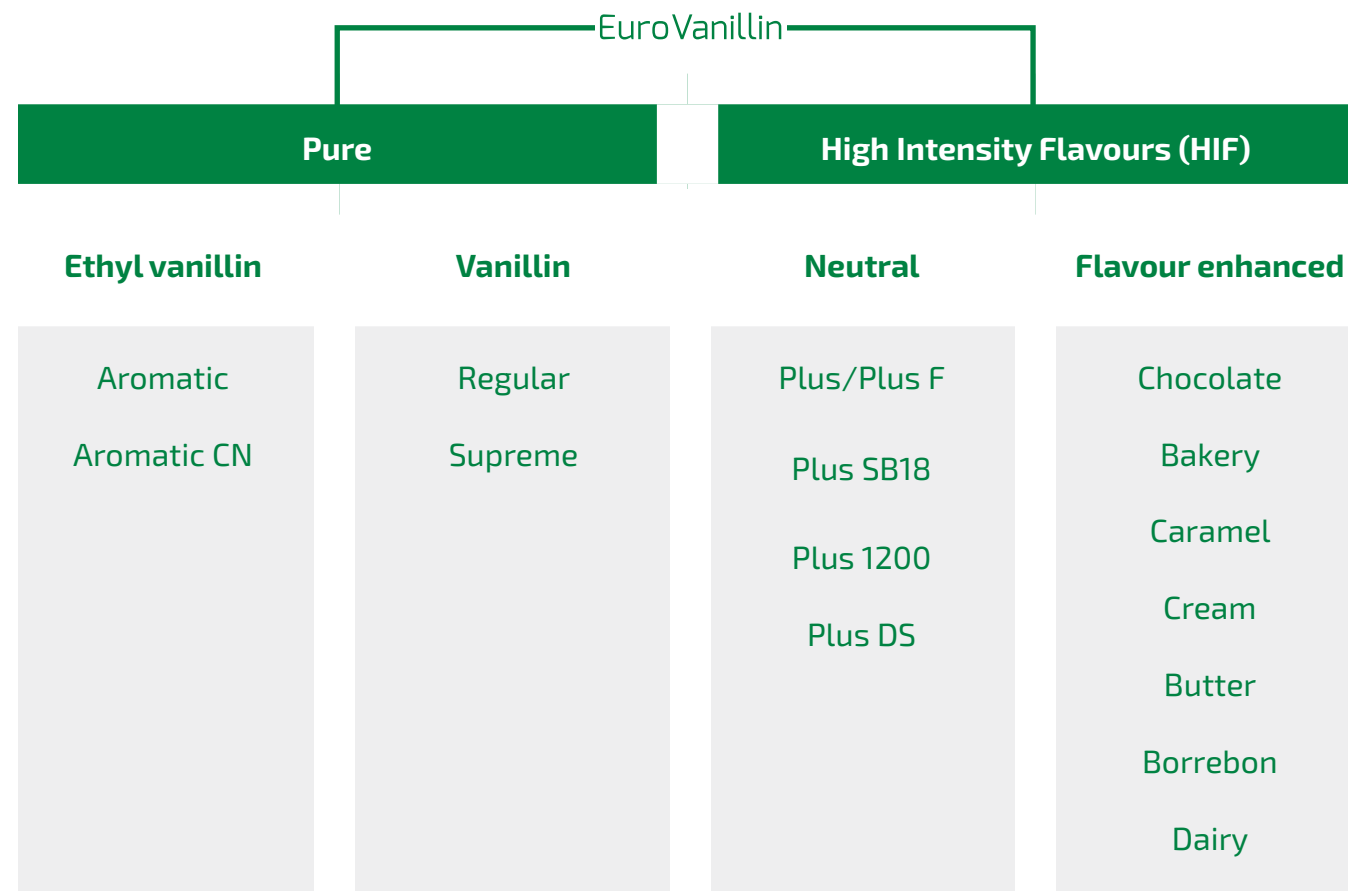
<p>EuroVanillin <b>EXPERT</b></p> <p>Our range of flavours that go beyond vanillin. The Expert products are tailored to meet specific challenges in various food applications.</p>	<p>EuroVanillin <b>PURE</b></p> <p>Sustainable vanillin made from Norway spruce, ethyl vanillin, and vanillin made from guaiacol.</p>	<p>EuroVanillin <b>PLUS</b></p> <p>Launched in 2005, the Plus range are cost-effective alternatives to fossil-based guaiacol vanillin which do not compromise on intensity or flavour.</p>
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## THE VANILLIN MARKET

This is a general overview of the global vanillin market and shows roughly how the total volume is divided between the three main categories:

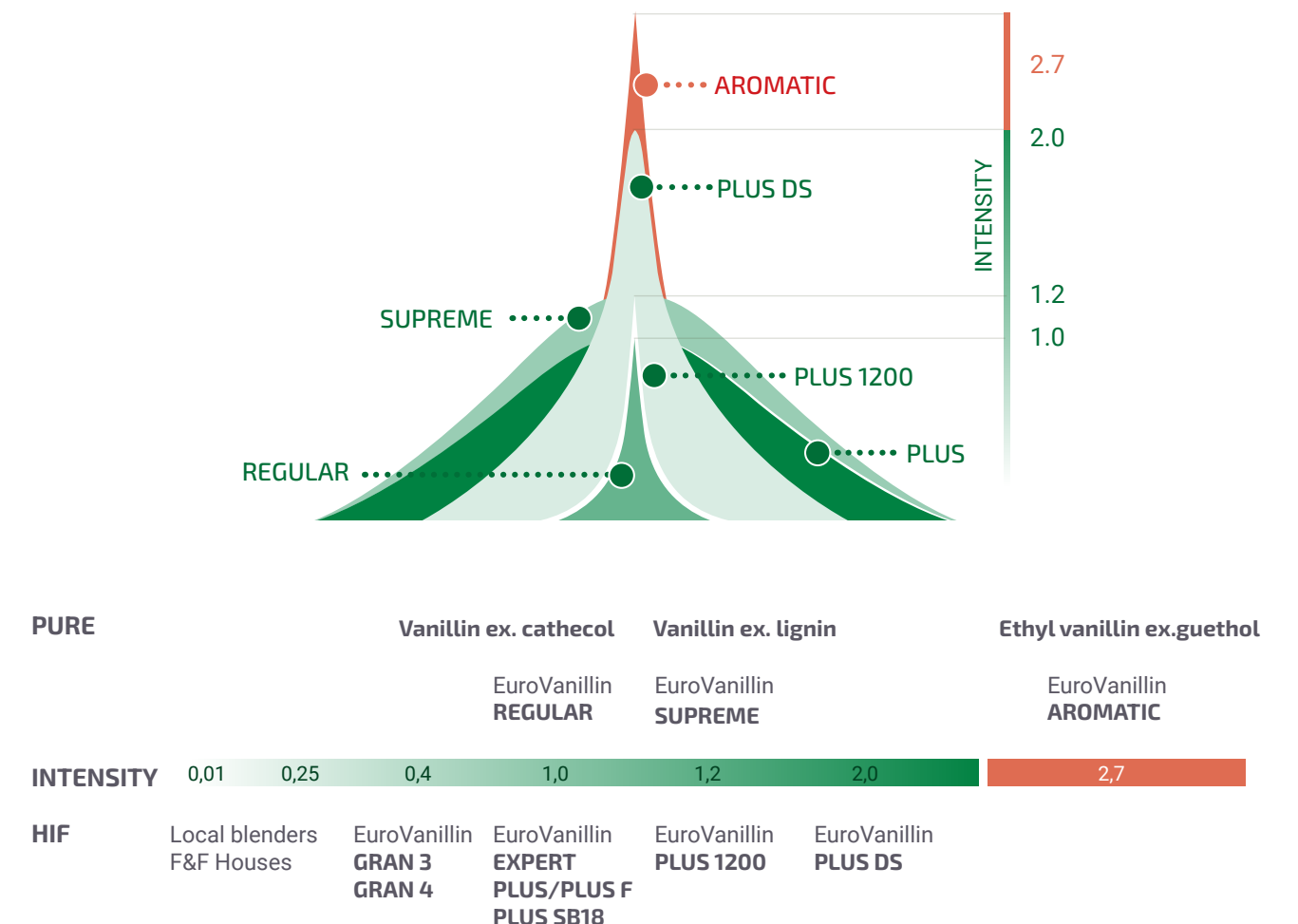
	Vanilla beans	Plant-based vanillin				Fossil-based vanillin & ethyl vanillin	
Raw material	Beans	Ferulic acid from bran/straw	Eugenol from clove	Lignin from wood	Guaiacol from creosote/tar	Guaiacol + Vanillin	Guethol + Ethyl vanillin
Key selling points	Natural/flavour profile	Plant-based/natural raw material/sustainability/flavour profile				Price	
Sales volume (mt)	≈2 400	≈2 300				≈19 000	≈6 000

### PRODUCT RANGES OVERVIEW



## AROMA AND INTENSITY OVERVIEW

This figure shows the intensity and aroma profile for Borregaard's different vanillin products.







EuroVanillin  
**BAKERY**

A vanillin flavour developed for use in sweet bakery products like biscuits, cakes and wafers.

Tempers fattiness and supports the out-of-the-oven-sensation. Best suited for non-liquid applications (ev. to be added with other dry components). Used 1:1 when replacing vanillin.



EuroVanillin  
**BUTTER**

A vanillin creation developed to support the existing butter flavour and enhance the fattiness in the end-product.

The EuroVanillin Butter flavour profile is pure, smooth vanilla with a buttery top note. Used 1:1 when replacing vanillin.



EuroVanillin  
**CARAMEL**

Vanillin developed to support the existing flavour in caramel flavoured products.

The EuroVanillin Caramel flavour profile is pure, smooth and creamy vanilla with a caramel top note. Used 1:1 when replacing vanillin.



EuroVanillin  
**CHOCOLATE**

Vanillin developed to mask the bitterness of cocoa and promote the chocolaty taste.

Designed for products that contain chocolate. Used 1:1 when replacing vanillin.

EuroVanillin  
**BORREBON**

Bourbon vanilla is the world's most popular flavour. In the past, it could only be derived from vanilla beans. By using EuroVanillin Borrebon, you can achieve the warm, smooth bourbon vanilla flavour in a cost-effective way.

The intensity is 1.0 compared to fossil-based guaiacol vanillin, making EuroVanillin Borrebon a cost-effective alternative to Bourbon vanilla. Used 1:1 when replacing vanillin.



EuroVanillin  
**CREAM**

Vanillin developed to support the existing flavour in cream flavoured products.

The EuroVanillin Cream flavour profile is pure and smooth with a creamy top note. Used 1:1 when replacing vanillin.



EuroVanillin  
**DAIRY**

A vanillin flavour that enhances freshness and increases creaminess in milk and ice cream products.

Best suited for non-liquid applications (ev. to be added with other dry components). Used 1:1 when replacing vanillin.



EuroVanillin  
**SUPREME**

The premium bio-based vanillin made exclusively by Borregaard from Norway spruce – a natural and sustainable raw material.

In addition to vanillin, EuroVanillin Supreme contains small quantities of other aromatic compounds. These compounds gives it a broader and creamier flavour and makes it 20% stronger compared to fossil-based vanillin.

EuroVanillin Supreme gives a 90% reduction in carbon footprint compared to guaiacol vanillin as well as anti-microbial, antioxidant and masking properties. Suitable for food articles, flavours and fragrance.

Sustainability is a key element in Borregaard's business model and one of our three core values. EuroVanillin Supreme contributes to several of the seventeen goals determined by the UN's 2030 agenda for sustainable development.



Source: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



EuroVanillin  
**AROMATIC**

Our ethyl vanillin made from guethol with a strong and intense vanillin taste, suitable for food articles, flavours and fragrance.

Lower dosage, less cost-in-use.

EuroVanillin  
**REGULAR**

Suitable for food articles, flavours and fragrance. Made from Guaiacol.

*Chinese produced vanillin, quality controlled by Borregaard in Norway.*

EuroVanillin  
**AROMATIC CN**

Our ethyl vanillin made from guethol with a strong and intense vanillin taste, suitable for food articles, flavours and fragrance.

*Lower dosage, less cost-in-use.*

*Chinese produced ethyl vanillin, quality controlled by Borregaard in Norway.*



EuroVanillin  
**PLUS**

Our vanillin creation based on EuroVanillin Supreme made from natural raw materials.

EuroVanillin Plus resembles the taste profile of EuroVanillin Supreme – pure, smooth and creamy vanilla. The intensity is 1.0 compared to fossil-based guaiacol vanillin. Also available as a fine grade with a particle size of 0-250 µm. Used 1:1 when replacing vanillin.

EuroVanillin  
**PLUS 1200**

A vanillin creation designed with high intensity and low cost-in-use.

It is 20% stronger than guaiacol-based vanillin and has a significantly lower cost-in-use.

The EuroVanillin Plus 1200 flavour profile is pure vanillin, with an intensity of 1.2 compared to fossil-based guaiacol vanillin.

EuroVanillin  
**PLUS SB18**

EuroVanillin Plus SB18 has a low cost-in-use and a smooth aroma profile. It has a rounder taste profile than fossil-based vanillin and is suitable for all food applications.

The EuroVanillin Plus SB18 flavour profile is pure, smooth and creamy vanilla with an intensity of 1.0 compared to fossil-based guaiacol vanillin. Used 1:1 when replacing vanillin.

EuroVanillin  
**PLUS DS**

Our double-strength vanillin creation.

Recommended as a highly economical replacement of guaiacol vanillin; twice the strength – half the dosage.

The EuroVanillin Plus DS flavour profile is pure, smooth and creamy vanilla, with an intensity of 2.0 compared to fossil-based guaiacol vanillin.





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DOCUMENTATION

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