

# **IN OUR HANDS**

Our mission at Norohy is to shine a spotlight on the men and women who work to make great vanilla through every step of the value chain. We take action every day to promote fairer and better-informed practices around vanilla and a more transparent industry.

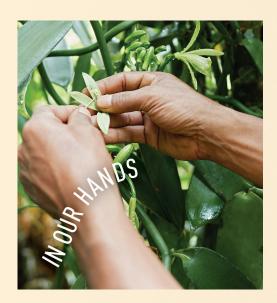
#### Our approach is based on the three principles that guide both our range's development and our actions:

#### WE FIRMLY BELIEVE...

- 1

...that we can contribute to the sector's sustainability by setting different requirements and standards right now!

# INFÄRM OTHERS FREATE BRING TÄGETHER



#### **INFXRM OTHERS**

and share vanilla cultures and expertise, as well as for other natural aromas.

In offering you a range of vanilla beans with different origins, we want to showcase the diversity of terroirs and aromatic profiles. Why? Because there isn't one vanilla but several! We are also keen to highlight our coffee and orange blossom water's original terroirs, places whose ancestral skills have helped to make our ingredients special. To honor our commitments to transparency and traceability, we rely on teaching, on-the-ground knowledge and certifications wherever we can so that we have a positive impact on the environment and the development of both local communities and their unique skills. Last but not least, we are driven by our determination to provide you with more and more expertise about exceptional ingredients such as vanilla, coffee and orange blossom water. One way you can explore the sector and the expertise we showcase is our Vanilla Essentials quide.

#### řREATE

new benchmark products, involve you in our approach to product development and continue to inspire you.

Our product development approach is based on several strong beliefs. These include **cutting out** any **superfluous** 

ingredients, guaranteeing **aromatic intensity**, ensuring an appropriate **cost price** and remaining as **faithful** as possible to the original product's organoleptic signature. We are also working to **co-develop** associated products with customers who are passionate about ingredients, so that we are sure our creations provide real benefits in terms of **their uses** and **organoleptic qualities**. We regularly share recipes produced in collaboration with **the pastry chefs at L'École Valrhona** so that we can keep inspiring you with **original creations**.

#### **BRING TÄGETHER**

everyone involved in vanilla, from producers to end users, so that everyone helps the industry to develop in their own way.

Every day, we seek out new opportunities to forge links between different parts of our value chain, from highlighting **our partner producers' commitments and work** to taking our customers **to visit the plantations** in Madagascar. We have developed a **store kit** so that you can highlight how you use vanilla to your customers. Thanks to this resource, you too can tell your customers about **the commitments** and quality that come with Norohy, as we strive together for **ethical vanilla**.

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Origin: Veracruz / Papantla Regions	

Tadoka

Origin: Madagascar & Papua New Guinea



		NOROHY*	
03 - OUR RELATED PRODUCTS MADE WITH VANILLA Organic Bourbon Vanilla Extract	P.19 P.21	04 - OUR RANGE FOR STORES Our store kit	F
000 111 111 1			
<b>200g per liter, with seeds</b> Origin: Madagascar		Instructions and composition	
Origin: Madagascar Organic vanilla bean paste 400g beans/kg	P.25		
Origin: Madagascar Organic vanilla bean paste 400g beans/kg Origin: Madagascar	-	Our products ready for sale	
Origin: Madagascar Organic vanilla bean paste 400g beans/kg	P.27	Our products ready for sale	



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# TADOKA: RAW

**SIRH/+** INNOVATION AWARDS

# 01

At Norohy, we're conscious of the challenges that our professional food service customers have to contend with on a daily basis. That's why we created TADOKA, the product that gives you the perfect amount of vanilla in one easy step.

> The name TADOKA, from [TADA] = perfectly proportioned / meeting-point in Malagasy — and [AUKA] = easy in Papuan

#### A BREAKTHROUGH INNOVATION

We are bringing you **a brand new vanilla product.** As well as our extract, paste and powder, you can now try solid vanilla, ready to melt or grate. In collaboration with customers who are passionate about vanilla, we experimented with all kinds of ways of finding **the perfect aromatic balance** between the Planifolia and Tahitensis varieties.

Their feedback was unanimous. After trying out the product, they said they loved how **easy it was to use** in recipes without compromising on flavor, and they were convinced by how it helped them to manage their cost price (as it produces zero waste and a precise, repeatable measure of product).

This innovation also enables our restaurateur customers to explore vanilla's uses in savory preparations, where previously they were limited to using vanilla beans (the raw product). We also wanted to endow this **innovation with the ground-breaking, iconic shape** of a precious gem, emphasizing **vanilla's raw sophistication**.

# TADOKA. ONE-STEP SINGLE-USE

#### TADOKA VANILLA IS...

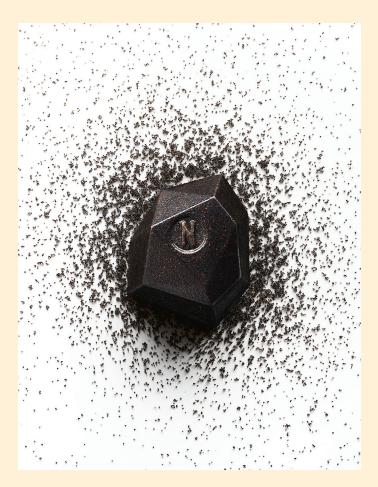
The perfect amount of vanilla in one easy step: no need to weigh or measure. A vanilla concentrate with no added water or sugar, a "Clean Label" recipe. A new sensory experience with a unique combination of Planifolia (Madagascan) and Tahitensis (Papua New Guinean) vanilla varieties





# TADOKA, ONE-STEP SINGLE-USE VANILLA

#### MADAGASCAR PAPUA-NEW-GUINEA



We wanted to round out **our range's palette of ingredients** so that we could offer you ultra-practical ways to use **superior-quality** products - and because weren't scared to create a whole new format for vanilla! It was with this in mind that we created "**One-step single-use vanilla**". It is an explosive concentrate of flavors in a single 4g measure.

A complex blend of aromas that is simple to use in all types of recipes.

	i
PACKAGING	CODE
250g bag	41835
CHARACTERISTICS	USE WITHIN*
Bean origin: Madagascar and Papua New Guinea Contains 53% cocoa butter, 25% powdered vanilla beans, 12% vanilla concentrate, used vanilla beans	12 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat.	1 to 2 gem(s) per kg of preparation
*Calculated based on the date of manufacture	

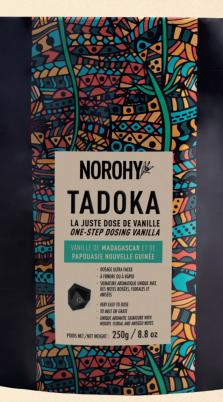
#### ONE STEP IS ALL IT TAKES!

#### THE PERFECT AMOUNT OF VANILLA IN ONE EASY STEP WITH WOODY, FLORAL NOTES AND HINTS OF ANISEED





A recipe co-developed with chefs





Ultra-easy to melt or grate: 1 to 2 gems per kg of preparation 1 gem = 4g



A unique aromatic signature from Madagascar and Papua New Guinea and the perfect combination of two varieties (Planifolia and Tahitensis), for just the right aromatic balance



# OUR SELECTION OF BEANS

To guarantee optimal traceability for our vanilla beans and ensure consistent quality throughout the year, we have chosen to source as directly as possible from producers and highlight our local partners' work at every stage in the vanilla-making process.

#### A REFERENCE FOR BOURBON VANILLA

Our Madagascan vanilla is grown by certified organic producers, whose green vanilla beans come from the eastern Maroantsetra and Mananara regions. The beans are then worked on by our partner preparers who use their expertise to obtain our vanilla's sought-after aromatic complexity and an exceptional organoleptic signature.

#### THE BLACK GOLD OF FRENCH POLYNESIA

Our Tahitian vanilla is grown on the island of Tahaa and processed on Raiatea Island by our partner preparer. As we did in Madagascar, we opted for a local economic model by sourcing as directly as we could from the producer, following the same approach to quality and traceability.

#### VANILLA'S ORIGIN

Our Mexican vanilla is grown in the region of Papantla/ Veracruz. Our local partner works with more than 500 families who grow vanilla, and supports them in developing an "edible forest" model in order to promote the diversification of production and sustainable agriculture.

# **ORGANIC BLACK NON-SPLIT VANILLA BEANS**

#### MADAGASCAR **REGIONS of MAROANTSETRA/MANANARA**





Our organic Madagascan vanilla possesses aromatic properties sought after by the greatest chefs thanks to its high natural vanillin content and intense floral and woody aromas. To achieve this level of aromatic quality, we select and encourage producers who respect organic farming and Madagascar traditions.

It takes more than six months for the non-split black vanilla beans to attain this level of quality, which is **carefully monitored** at each stage of the process. Bunches of beans are sorted by size and tied with raffia using a traditional technique.



#### PACKAGING

#### CODE

6-23cm	
25g vacuum-packed bag	
50g vacuum-packed bag	
.5kg vacuum-packed bag	

31356	
26521	
50038	

l

#### **CHARACTERISTICS**

Organic black non-split vanilla beans Botanical name: Vanilla Planifolia Origin: Madagascar - Product made using organic farming techniques Main aromatic notes: vanilla-flavored sugar, camphor, rum & raisin Moisture content: 32-38% Vanillin Content  $\ge 1.5\%$ 

#### STORING

2

#### **USE WITHIN\***

Store in a cool, dry place, away from light.

24 months

\*Calculated based on the date of manufacture





#### TAHAA ISLAND

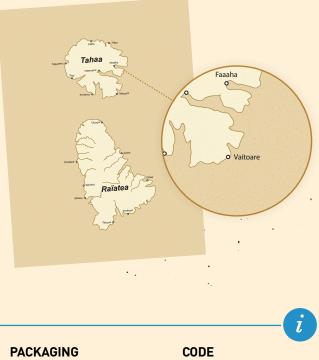


Our Tahitian vanilla is bursting with an aromatic bouquet made up of over 200 molecules. Its oily, aroma-rich beans offer intense aniseed and floral notes with a hint of almond, tonka bean and balsamic vinegar.

So that you can delve deeper into this subtle vanilla, we have decided to give you the choice of the two main cultivars found in Tahiti:

• The "Tahiti" variety: smaller beans with highly concentrated floral and aniseed aromas

• The "Haapape" variety: longer, thicker and oilier beans with subtle notes of chocolate



<b>14 - 17cm</b> 125g vacuum-packed bag 250g vacuum-packed bag	31972 31974	
18 - 20cm		OR DESIGNATION
125g vacuum-packed bag 250g vacuum-packed bag	31973 31975	

#### **CHARACTERISTICS**

Tahiti vanilla beans Botanical name: Tahitensis Origin: Tahaa island Main aromatic notes: aniseed, floral Moisture content: 45 - 60%

#### STORING

Store in a cool, dry place, away from light.

**USE WITHIN\*** 

. . . . . . . . . . . .

24 months

\*Calculated based on the date of manufacture



# BLACK NON-SPLIT VANILLA BEANS

#### MEXICO PAPANTLA/VERACRUZ REGION



Today, the region of Papantla, in the state of Veracruz, is the main vanilla producing area in Mexico. Its warm and humid climate offers the optimal conditions for growing a rare vanilla with an unequalled complex aromatic profile. **Mexico** is also **the only place in the world** where **the Melipona bee naturally pollinates** the **vanilla flower**, even today in some hard-to-reach areas. Our Mexican vanilla beans have a complex and intense aromatic profile, revealing **woody**, cocoa and prune **notes** that are specific to the terroir.



	C C
PACKAGING	CODE
<b>16 -23cm</b> 125g vacuum-packed bag	25721
CHARACTERISTICS	

Black non-split vanilla beans Botanical name: Vanilla Planifolia From: Mexico Main aromatic notes: woody, cocoa, prune

#### **USE WITHIN\***

Store in a cool, dry place, away from light.

STORING

24 months

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\*Calculated based on the date of manufacture



# OUR PRODUCTS DERIVED FROM VANILLA

Our mission is to support you every day and provide you with ever more services, and that is why we have designed products derived from vanilla with the desire to keep only the essential ingredients.

To do this, we have selected raw materials and developed recipes that respect the aromatic notes of the original product: the vanilla bean.

#### OUR DERIVED PRODUCT RANGE REVOLVES AROUND FOUR FLAGSHIP RECIPES

Organic Bourbon vanilla extract: a pastry-making essential, with a guaranteed vanillin content, for everyday pastry creations. A recipe without additives or flavor enhancers.

Vanifusion, the first ever vanilla bean paste: an easyto-measure texture that allows you to add all the aromatic complexity of a vanilla bean to your recipes in a single step.

Organic ground vanilla beans: optimally sized grains for ganaches or biscuits, or to reveal woody notes in your creations.

You will find Tadoka - one-step single-use vanilla - on page 5.

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## ORGANIC BOURBON VANILLA EXTRACT 200G/L WITH SEEDS

#### MADAGASCAR





We have chosen to carefully select Madagascan vanilla planifolia beans according to a strict set of specifications to guarantee **high vanillin content** in our extract, as this is the main aromatic component of the plant. To make sure that your creations always get a **strong, aromatic hit** of vanilla, we only use vanilla beans with optimal vanillin content. And to provide transparency about the vanillin content of our extract, it's even on the label. We avoided adding any colors or additives, sticking to the **essential ingredients**: concentrated organic vanilla extract and organic cane sugar syrup. Finally, for a striking presentation, we decided to make use of the exhausted vanilla seeds and add them to our recipe.

**20g of vanilla extract** has the same vanillin content as **an entire vanilla bean** and provides complex aromas too. This exceptional product can be used in any dish, saving you time without compromising on quality or presentation.

	i
PACKAGING	CODE
1kg bottle 6kg barrel	33424 49899
INGREDIENTS	USE WITHIN**
Cane sugar syrup* Vanilla concentrate* Exhausted vanilla seeds*	18 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat. Keep chilled after opening.	20g/kg weight
*Product made using organic farming techniques **Calculated based on the date of manufacture	

#### A FAULTLESS RECIPE

#### FOR CHEFS WITH HIGH STANDARDS!



Made with organic cane sugar syrup, free from caramel and flavor enhancers



**Beans from** Madagascar



PET bottle 100% recycled and recyclable





Norohy's transparency commitment



**Only mature beans** used to guarantee aromatic complexity



Made in France 1kg bottle

## CONCEPT VANIFUS(IN

#### FOCUS ON THE VANIFUSION RECIPE

When infusing vanilla, each part of the bean plays a role and brings its own aromatic features. They work together to express this **inimitable complexity** and create true harmony between flavors. We know how important it is to maintain the rate of production in the lab while controlling the cost of raw materials in your recipes. Supporting you every day in aiming for a more balanced and enlightened use of vanilla is part of our mission.

In collaboration with pastry chefs from L'École Valrhona and customers who are passionate about vanilla, we have spent several months developing THE recipe that brings together all the parts of the bean and reveals all its aromatic complexity.

> This product's aromatic signature is as close as possible to that of the vanilla bean, for an instant infusion of aromas.



Vanilla concentrate for adding highly aromatic, full-bodied vanilla notes Cane sugar For easier measuring and storing



# ORGANIC VANILLA BEAN PASTE 400G BEANS/KG

MADAGASCAR





In one simple step, **instantly** add the delicate and intense character of Bourbon vanilla from Madagascar to your creations.

PACKAGING	CODE
500g tub 5kg bucket	34283 48768
INGREDIENTS	USE WITHIN**
Cane sugar syrup*, Vanilla concentrate* (15%), Ground vanilla beans* (11%), Exhausted vanilla seeds*, Cane sugar*	12 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat. After opening, can be kept at 4°C (40°F) or -18°C (0°F).	5 to 12g/kg weight. Find all our tips for quantifying your recipes to suit the intensity you want to give your creations at www.norohy.com
*Product made using organic farming techniques **Calculated based on the date of manufacture	



Chefs' tip:

For easier measuring and better conservation, we suggest you freeze the product.

#### GIVE YOUR CREATIONS

#### **ALL THE COMPLEXITY OF MADAGASCAN VANILLA**



Christophe Roussel, Pastry Chef in La Baule (Loire-Atlantique, France)

## VANILLA BEAN PASTE 550G BEANS/KG

#### **PAPUA-NEW-GUINEA**



So that we can showcase one of pastry-making's most sought-after aromatic signatures, we have extended the Vanifusion range and developed **a new paste made with Tahitensis vanilla beans** from Papua New Guinea.

This island is famous for its tribal culture, equatorial climate and lush flora, but it is also known for **its Tahitensis vanilla**. Papua New Guinea's **unique terroir** lends the beans a complex and intense aromatic profile reminiscent of Tahitian vanilla's classic floral and aniseed notes.

PACKAGING	CODE
500g tub 4.5kg bucket	25705 25716
INGREDIENTS	<b>USE WITHIN*</b>
Cane sugar syrup, Ground vanilla beans (19%), Vanilla concentrate (18%), Used vanilla seeds, Cane sugar	12 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat. After opening, can be kept at 4°C (40°F) or -18°C (0°F).	5 to 12g/kg weight. Find all our tips for quantifying your recipes to suit the intensity you want to give your creations at www.norohy.com
*Calculated based on the date of manufacture	

#### Chefs' tip:

For easier measuring and better conservation, we suggest you freeze the product.

#### GIVE YOUR CREATIONS

#### THE POWERFUL, SUBTLE CHARACTER OF TAHITENSIS VANILLA



VUX 4

# FINELY GROUND

## MADAGASCAR





In order to express Madagascan Bourbon vanilla's full aromatic intensity, we have selected whole organic beans with woody inflections and intense vanilla notes. Our finely ground, easy-to-measure vanilla powder is ideal for chocolate, biscuit or pastry applications!

	L
PACKAGING	CODE
500g bag 15kg bag	29626 25637
INGREDIENTS	USE WITHIN**
Bourbon vanilla bean powder*	12 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat.	3-6g/kg of preparation
*Product made using organic farming techniques	

\*\*Calculated based on the date of manufacture



ORGANIC BOURBON VANILLA BEANS

# GROUND TO A FINE POWDER, FOR INTENSELY WOODY NOTES.





Particle size 500 microns





# 04

At Norohy, we believe that we need to raise awareness and make the vanilla sector more transparent. And because our mission is to create links throughout the value chain, we have developed several products which give you the opportunity to promote your creations and highlight the Norohy range and its commitments in your store.

Our store kits are the perfect opportunity to highlight how you use vanilla beans from Madagascar and Tahiti in your kitchen and start a conversation about sourcing with your customers!

Are you more interested in ready-to-sell products?

We also provide Madagascan and Tahitian beans and organic Bourbon vanilla extract in a format specially designed for individual sale.

# OUR STORE KIT

#### KIT CONTENTS



DESCRIPTION	CODE	
Madagascar	••••••	
Madagascan Vanilla store kit	30212	
Madagascar Vanilla restock store kit *	32182	
Tahiti	00050	
Tahiti vanilla store kit	32250	
Tahiti vanilla restock store kit*	32251	
RESTOCK CONTENTS:		
*20 test tubes, 20 labels and 20 recipe	sheets	
Have you sold the 20 tubes from your kit?		
You can re-order the kit's consumable items	uning our "rootook" option	



The Store Kit includes: 1 wooden display stand, 20 glass test tubes, 20 labels, 20 recipe sheets to gift your customers and 1 explanatory A-board

#### WHAT ABOUT ORGANIC?

As you are repackaging the Norohy vanilla, **it can no longer legally be sold as a certified organic product.** However, you are more than welcome to talk about the fact you use this organic vanilla yourself!



# LABELING INSTRUCTIONS





Specify the **number** of beans you want to sell

I PINS		
N. N. S. M. N.	· LE COMPAGNON DE LA VANILLE -	
	MADAGASCAR région maroantsetra / mananara	
	GOUSSES DE VANILLE Noire non fendue	
	16-23 cm	
N ANI	GOUSSES DE VANILLE NOIRE NON FENDUE Pays de production : Madagascar — Espèce botanique : Vanilla Planifolia — À conserver dans une endroit frais et sec à l'abri de la lumière.	
No.	········Nombre de gousses :	
	Numéro de lot :	í (
MA	À consommer de préférence avant fin :	E.
and a		10



Enter the **batch number** and **best-before date given on the** Norohy bag

# OUR PRODUCTS READY FOR SALE **IN STORE**





PACKAGING	CODE
Available individually or in	34034
24-piece boxes	



CARDBOARD DISPLAY Norohy	
PACKAGING	CODE
For 12 cases	33942

Discover our Madagascar and Tahiti vanilla beans packaged for resale in your store. The chefs' own vanilla is now available to your customers in a ready-to-sell format!



CODE

48430

VANILLA	EXTRACT
ORGANIC	BOURBON

PACKAGING

Available individually or in 20-piece boxes



ORGANIC MADAGASCAN VANILLA 3-BEAN TUBE IN A CASE	1.3
PACKAGING	CODE
Available individually or in 24-piece boxes	32864



MULTI-PR	ODUCT	DISPLAY
NOROHY		

PACKAGING	CODE
For 12 products (for bean cases and/or extract bottles)	11934

# VANILLA ESSENTIALS

#### Want to become a vanilla expert?

Ask your sales representative for the Vanilla Essentials guide. We also want to take how you work with vanilla a step further by sharing our observations and tips, so that you can bring a precise, well-balanced and enlightened approach to vanilla's uses in pastry-making. In the near future, the guide will also include information about the coffee and orange blossom water supply chains and how to use their products. Watch this space!

## IN THIS GUIDE

We want first and foremost to share the most essential concepts that characterize vanilla, from the orchid that produces the fruit to the bean prepared using age-old techniques.





# WORLD FLAVORS C O L E C T I O N

2







05

We have forged close bonds with our customers from the company's earliest days by speaking with them regularly, so that we can better understand their expectations and the issues they face. We are determined to:

- Highlight the regions and origins that make our products so richly diverse
- Offer flavor that is as faithful as possible to the raw product
- Shake up current market standards
- Bring a pragmatic vision to customers' needs, so we can offer them more and more services

We realized that what we had managed to do with vanilla could be extended to other natural flavors, using the same product development philosophy. That's why we created the World Flavors collection, whose first two products are coffee bean paste and orange blossom water.

# ORGANIC FAIR TRADE COFFEE BEAN PASTE 100% ARABICA, 700G BEANS PER KG





With its high-altitude plateaus in the Horn of Africa that allow coffee trees to thrive, Ethiopia is nicknamed **the cradle of coffee**. **The Oromia region in particular has been growing Arabica coffee** since the 12th century using traditional methods.

To make our coffee bean paste, we used a number of factors to recreate the aromatic complexity of a coffee bean infusion. In order to maximize the aromatic potential in use, Norohy follows **a carefully crafted process** using coffee cherries selected in the Oromia region, more specifically on

the **Guji terroir**, renowned for **its fruity and floral aromatic notes**. These coffee cherries are then dried to obtain **"natural coffee"**. With Norohy's organic 100% Arabica coffee bean paste, instantly add an intense grilled and fruity coffee flavor to your creations while providing the ideal balance of bitterness and acidity thanks to optimal roasting.

PACKAGING	CODE
500g tub	41822
INGREDIENTS	USE WITHIN*
Coffee beans (70%), sunflower oil	12 months
STORING	AMOUNT
Store well sealed in its original packaging, in a dry place away from light and heat. After opening, may be kept at 40°F (4°C) for 3 months.	20 to 40g per kg of preparation. More information and recipes at www.norohy.com







### THE FRUITY, ROASTED CHARACTER OF 100% ARABICA MOKA GUJI VARIETY COFFEE TO YOUR CREATIONS



H

# **ORANGE BLOSSOM WATER**





The Cape Bon peninsula is ideal for growing citrus fruits thanks to its mild and temperate climate, the richness of its soil and the dynamism of its workers. For these reasons, it was **historically a region of choice for bitter orange** 

trees. The distillation of orange blossom water, an emblematic product of the region, is an ancestral and artisanal **know-how** that is handed down from **generation to generation**. Norohy orange blossom water is **certified organic** with **guaranteed essence content** at bottling. It will instantly flavor your creations, releasing **subtle notes of citrus and white blossom**: the fragrance of its native land, Tunisia.

PACKAGING	CODE	
750g bottle = 750ml	41837	
INGREDIENTS	USE WITHIN**	
Orange blossom water*, acidifier: citric acid (E330)	12 months	
STORING	AMOUNT	
Store well sealed in its original backaging, in a dry place away from light and heat. After opening, may be kept at 40°F (4°C) for 3 months.	20 to 40g per kg of preparation. More information and recipes at www.norohy.com	
*Product made using organic farming technique **Calculated based on the date of manufacture		







#### ORGANIC BITTER ORANGE FLOWERS FOR NOTES OF CITRUS AND WHITE BLOSSOM



Selected orange blossom water, a specifically chosen manufacturing process to ensure aromatic potential in use



Recommended amount 20-40g/kg



**750mL rPET bottle** 100% recycled and recyclable





Guaranteed essence content at bottling



Selected organic orange blossom from the Cap Bon region of Tunisia







# NOROHY

Find our exclusive products and recipes on our website <u>www.norohy.com</u>



Share your creations on Instagram with <u>Anorohyvanille</u>



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