

CATALOG

2024



Certified



Corporation

NOROHY 
• VANILLE AUDACIEUSE & ENGAGÉE •

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.

WE FIRMLY BELIEVE...

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

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

INFORM OTHERS
CREATE
BRING TOGETHER



INFORM OTHERS

We share vanilla cultures and expertise, as well as those of 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 Guide**.

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 TOGETHER

We bring together 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.

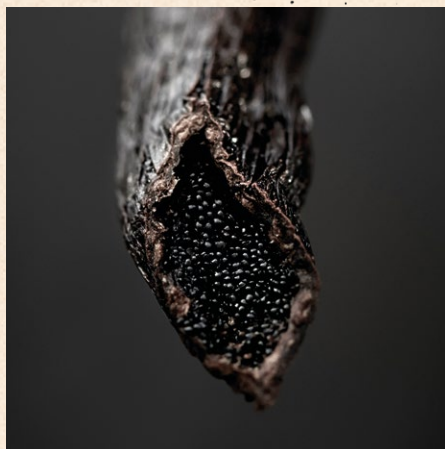
Thanks to this resource, you too can tell your customers about **the commitments** and quality that come with Norohy, as we strive together for **ethical vanilla**.

CREATE

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

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Origin: Madagascar

OUR SELECTION OF BEANS



01

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 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.

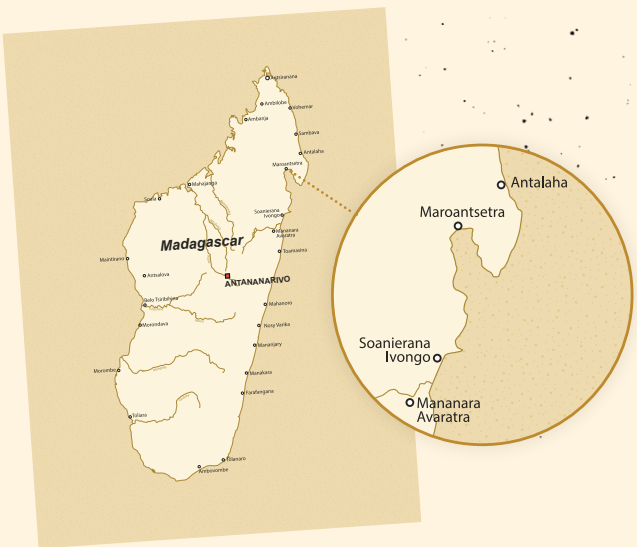
ORGANIC BLACK NON-SPLIT VANILLA BEANS

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

16-23cm
125g vacuum-packed bag

CODE

31356



CHARACTERISTICS

Organic Black Non-Split Vanilla Beans
Origin: Madagascar - Product made using organic farming techniques
Moisture content: 32 - 38%
Vanillin Content \geq 1.5%

STORING

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

USE WITHIN*

24 months

**Calculated based on the date of manufacture.*

TAHITIAN VANILLA BEANS

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. This Tahiti variety offers smaller beans with highly concentrated floral and aniseed aromas.



i

PACKAGING

14 - 17 cm
125g vacuum-packed bag

CODE

31972



CHARACTERISTICS

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

STORAGE

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

USE WITHIN*

24 months

*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 TWO FLAGSHIP RECIPES**

Organic Pure 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
easy-to-measure texture that allows you to add all the
aromatic complexity of a vanilla bean to your recipes in
a single step.



ORGANIC PURE BOURBON VANILLA EXTRACT

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 Vanilla beans are macerated in a series of baths of alcohol. This process allows us to obtain the purest, more intense taste of the Madagascar vanilla bean in the extract.

30 to 40g vanilla extract offers the same vanillin content as a whole vanilla bean and all the aromatic richness of Madagascan vanilla.

PACKAGING

1 Gallon Bottle
32 fl oz Bottle

CODE

45821
45825

INGREDIENTS

alcohol, Madagascar organic vanilla beans*

USE WITHIN**

24 months

STORAGE

Before opening, store in original packaging, in a dry place away from light and heat. After opening, keep in a cool place.

AMOUNT

30 to 40 g/Kg preparation.
More information
and recipes at
www.norohy.com

* Product made using organic farming techniques

**Calculated based on the date of manufacture



Origin of vanilla beans:
Madagascar



Recommended amount:
30 to 40 g/kg preparation



INTENSE WOODY VANILLA FLAVOR
SUGAR-FREE & MADE IN THE USA



A recipe with **organic vanilla beans and alcohol**, no caramel, no sugar or flavor enhancers.



ORGANIC VANILLA BEAN PASTE 400G BEANS/KG

MADAGASCAR



In collaboration with pastry chefs from L'École Valrhona and clients who are passionate about vanilla, Norohy is delighted to share the recipe that brings together all the parts of the bean and reveals all its aromatic complexity.

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

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.

PACKAGING

500g (17.6oz) jar,

CODE

34283

INGREDIENTS

Cane sugar syrup*, Vanilla concentrate*, Powdered vanilla bean*, Exhausted vanilla seeds*, cane sugar*

**NOROHY'S VANIFUSION:
USE LESS PASTE
THAN OTHER BRANDS**

RECOMMENDED QUANTITY PER APPLICATION

from L'École Valrhona

STORING

Store well sealed in its original packaging, in a dry place away from light and heat. Refrigerate after opening.

Pastry Cream/Custard: 5-10g/kg
Pastry Crust: 5-10g/kg
Whipped Vanilla Cream: 5-10g/kg
Mousse: 5-10g/kg
Cakes : 5-12g/kg
Ice cream : 8-12g/kg
Ganache : 8-12 g/kg

USE WITHIN**

18 months

* Product made using organic farming techniques

**Calculated based on the date of manufacture



Only 5 100% natural ingredients

A recipe without additives or flavor enhancers



A recipe co-developed with chefs



100% recyclable packaging



All the parts of the vanilla bean combined in an organic, clean, easy-to-measure paste suitable for all applications



Madagascar Origin



NOROHY



Share your creations on Instagram
With @valrhonausa and #norohy




VALRHONA
SELECTION

NOROHY IS PROUD TO BE PART OF THE VALRHONA SELECTION FAMILY OF BRANDS.

You can expect the same premium level of quality, service, and expertise as from the entire family of Valrhona Selection brands.

