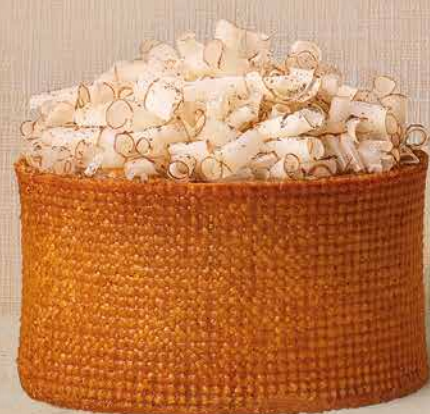


CATALOG

2022-23



NOROHY 
• BOLD, PURE VANILLA FOR CONSCIOUS CUISINE •

IN OUR HANDS

Shining a spotlight on the men and women who work to make great vanilla through every step of the value chain: this is our mission at Norohy. 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!

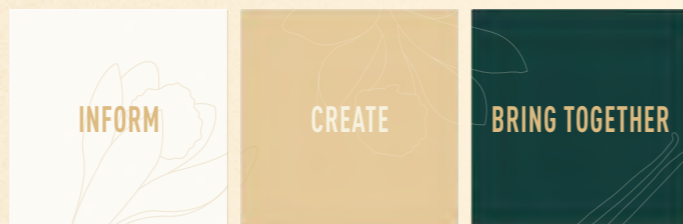
Our approach is based on the three principles that guide both our range's development and our actions:

INFORM OTHERS and share vanilla cultures and expertise.

In offering you a **range of vanilla beans with different origins**, we want to showcase the diversity of terroirs and aromatic profiles. Because vanilla comes in many varieties, not just one! To honor our commitments to **transparency** and **traceability**, we rely on teaching, knowledge on-the-ground and certifications wherever we can, so that we can have a **positive impact on the environment**, as well as the development of both local **communities** and their unique **skills**. Finally, we are driven by a desire to provide you with ever more **expertise** on this rare and noble ingredient, from vanilla's orchid plant to how it can be used in pastry-making. One way you can explore the expertise we **showcase** is our **Vanilla Essentials guide**.

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

Our approach to product development is based on a number of firm stances, namely **eliminating** 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 vanilla, 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**.

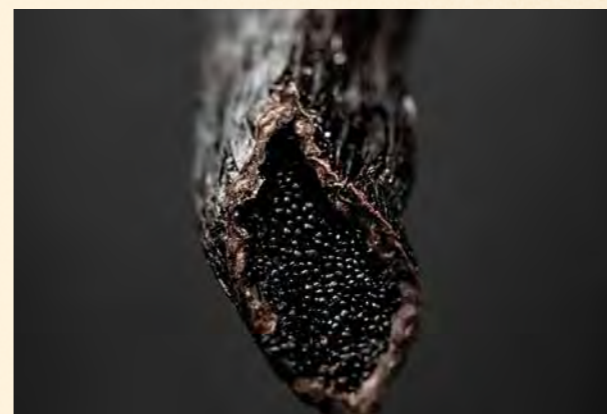


BRING TOGETHER everyone involved in vanilla, from producers to end users, so that everyone helps the industry to develop in their own way.

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**.



CONTENTS



01

Our selection of beans

P.2



02

Our products derived from vanilla

P.9



03

The range for stores

P.21



01

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.

THE BOURBON VANILLA REFERENCE

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.

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 unsplit black vanilla beans to attain this level of quality, which are **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

PACKAGING	CODE
16-23cm	
125g vacuum-packed bag	31356
250g vacuum-packed bag	26521
2.5kg vacuum-packed bag	50038



CHARACTERISTICS

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

STORING

USE WITHIN*

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

24 months

*calculated based on the date of manufacture



TAHITI 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..

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.



i

PACKAGING	CODE
14-17cm	
125g vacuum-packed bag	31972
250g vacuum-packed bag	31974
18-20cm	
125g vacuum-packed bag	31973
250g vacuum-packed bag	31975



CHARACTERISTICS

Tahiti vanilla beans
Tahaa island
Moisture content: 45-60%

STORING	USE WITHIN*
Store in a cool, dry place, away from light.	24 months

*calculated based on the date of manufacture





02

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 and highlight the aromatic notes of the original product: the vanilla bean.

OUR DERIVED PRODUCT RANGE REVOLVES AROUND THREE 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 1st 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 ground vanilla beans: optimally sized grains for ganaches or biscuits, or to reveal woody notes in your creations.

ORGANIC BOURBON VANILLA EXTRACT 200G/L WITH SEEDS

MADAGASCAR



We have chosen to use Madagascan planifolia vanilla to guarantee **high vanillin content** in our extract, as this is the main aromatic component of the plant. The beans used are carefully chosen according to a strict set of specifications. 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 colorants or additives, sticking to the **essential ingredients** of 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	33424
6kg barrel	49899
INGREDIENTS	USE WITHIN**
Cane sugar syrup*	12 months
Vanilla extract*	
Exhausted vanilla seeds*	
STORING	RECOMMENDED DOSAGE
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 RECIPE MADE WITHOUT SHORTCUTS OR COMPROMISE, FOR THE MOST DEMANDING CHEFS!



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

VANIFUSION



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 kitchen 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.

FOCUS ON THE VANIFUSION RECIPE

Vanilla concentrate

For adding highly aromatic, full-bodied vanilla notes. Made using mature beans.

Exhausted vanilla seeds

For playing around with looks for your creations.

Ground vanilla beans

For the unmistakably woody notes of the bean.

Cane sugar

For easier dosage and storage.



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	34283
5kg bucket	48768
INGREDIENTS	USE WITHIN**
Cane sugar syrup*, Vanilla concentrate* (15%), Ground vanilla beans* (11%), Used vanilla seeds*, Cane sugar*	12 months
STORING	RECOMMENDED DOSAGE
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 dosage and better conservation, we suggest you freeze the product.

IN ONE SIMPLE STEP, ADD ALL THE COMPLEXITY OF VANILLA FROM MADAGASCAR TO YOUR CREATIONS



A fusion of all the parts of a vanilla bean. A recipe without additives or flavor enhancers



A recipe co-developed with chefs



100% recyclable tub



Easy to dose texture
5g of paste = 3g of beans



Selected
Madagascan beans



Bean botanical name:
Planifolia



When I tried Norohy's VANIFUSION organic vanilla bean paste, I found all the freshness and aromatic complexity of the bean in a convenient and easy-to-use product.

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

Made in France
500g tub

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	25705
4.5kg bucket	25716
INGREDIENTS	USE WITHIN*
Cane sugar syrup, Ground vanilla beans (19%), Vanilla concentrate (18%), Used vanilla seeds, Cane sugar	12 months
STORING	RECOMMENDED DOSAGE
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

Chef's tip: we recommend you keep this product in the freezer to make it easier to quantify and for optimal storage.

GIVE YOUR CREATIONS THE POWERFUL YET SUBTLE FLAVOR OF TAHITENSIS VANILLA WITH ONE SINGLE STEP



A fusion of all the parts of a vanilla bean. A recipe without additives or flavor enhancers



A recipe co-developed with chefs



100% recyclable tub



Easy to dose texture
5g of paste = 3g of beans



Selected beans
Papua New Guinea



Bean botanical name:
Tahitensis



“

Being a fan of Tahitensis beans' aromatic power, I was won over by Norohy's new vanilla bean paste, which is easy to use and rich in aniseed and floral notes!

”



Baptiste Sirand, Pastry Chef Instructor at L'École Valrhona

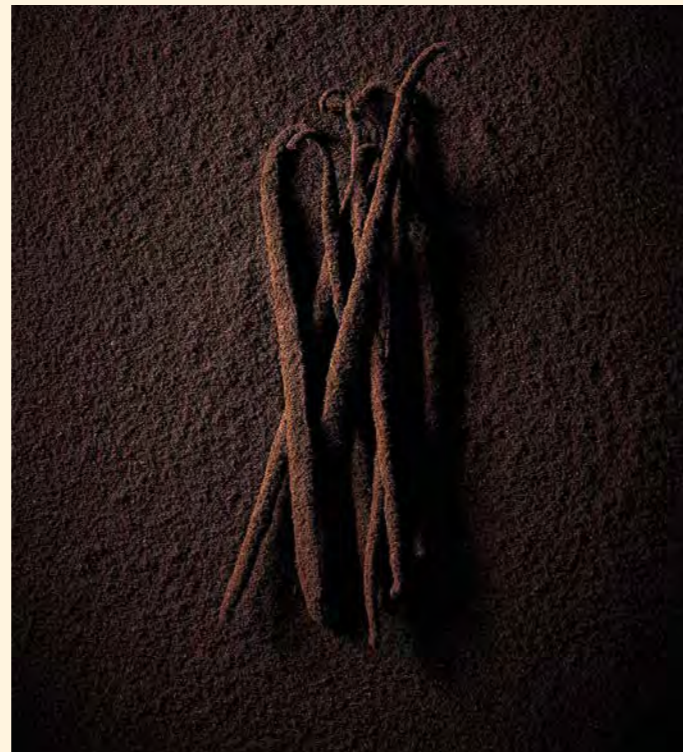
Made in France
500g tub

ORGANIC BOURBON VANILLA BEAN POWDER

MADAGASCAR



In order to express the full aromatic intensity of Bourbon vanilla from Madagascar, 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!**



PACKAGING	CODE
500g bag	29626
15kg bag	25637
INGREDIENTS	USE WITHIN**
Bourbon vanilla* bean powder	12 months
STORING	RECOMMENDED DOSAGE
Store well sealed in its original packaging, in a dry place away from light and heat.	3-6g per kg of preparation

*product made using organic farming techniques
**calculated based on the date of manufacture

FINELY GROUND ORGANIC BOURBON VANILLA BEANS, FOR INTENSELY WOODY NOTES



Particle size
500 microns



Recyclable bag



Recommended dosage:
3-6g per kg of preparation
1 Norohy measuring spoon =
3g of powder



Selected
single origin
Madagascan beans
Bean traceability





03

OUR RANGE FOR STORES



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

LABELING INSTRUCTIONS



Add your store's address

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

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

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!

KIT CONTENTS



- 1 wooden display stand
- 20 glass test tubes
- 20 labels



- 20 recipe sheets as gifts for your customers
- 1 explanatory A board



Have you sold the 20 tubes from your kit? You can re-order the kit's consumable items using our "restock" option.

NOROHY STORE KIT

MADAGASCAR



DESCRIPTION	CODE
Madagascan Vanilla store kit	32183
Madagascar Vanilla restock store kit*	32184

*Restock contents: 20 test tubes, 20 labels and 20 recipe sheets



TAHITI



DESCRIPTION	CODE
Tahiti vanilla store kit	32252
Tahiti vanilla restock store kit*	32253



*Restock contents: 20 test tubes, 20 labels and 20 recipe sheets



OUR PRODUCTS READY FOR SALE IN STORE

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!

PACKAGING	CODE
 <p>Organic Bourbon vanilla extract Available individually or in 20-piece boxes</p> 	48430
 <p>Norohy multi-product display For 12 products (for bean cases and/or extract bottles)</p>	11934

PACKAGING	CODE
 <p>Tube for 3 organic Madagascar vanilla beans in a case Available individually or in 24-piece boxes</p> 	32864
 <p>Tube for 2 Tahiti vanilla beans in a case Available individually or in 24-piece boxes</p>	34034
 <p>Cardboard Norohy display For 12 cases</p>	33942

VANILLA ESSENTIALS



VANILLA
ESSENTIALS



Want to become a vanilla expert?

Ask your sales representative for the Vanilla Essentials guide.

In this guide, we want first and foremost to share the key concepts you need to know about vanilla, from the orchid that produces the fruit to the bean prepared using age-old techniques.

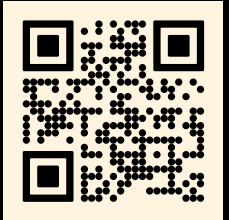
However, we also want to take how you work with vanilla a step further by sharing our observations and tips, so that you can bring a precise, well-balanced and enlightened approach to vanilla's uses in pastry-making.





NOROHY

Find our exclusive products
and recipes
on our website www.norohy.com



Share your creations on Instagram!
With [@norohyvanille](https://www.instagram.com/norohyvanille)




VALRHONA
SELECTION

www.valrhona-selection.fr — Customer services: scvalrhona@valrhona.fr — +33 (0)4 75 09 26 38 —   [@norohyvanille](https://www.instagram.com/norohyvanille) — www.norohy.com

Code 40501 - Agency **CRU**, 05/2022 - Photo credits: Cherrystone/Studio des fleurs
Reproduction prohibited, all rights reserved.