



Natural Vanilla replacers....

Innovative Ingredients Limited manufactures a wide range of products for ice cream, bakery, patisserie, confectionery, beverages, candy and chocolate. From craft artisans to large companies, we can offer you the finest ingredients for your wares. Our products include flavourings, extracts, colours, sauces, syrups and our '**Innovati**' range of flavour pastes.

From the late 1970's the market availability and price of vanilla extract has fluctuated massively giving rise to huge commercial pressures for flavour manufacturers & food producers alike. Recently the problem has even made mainstream news 'The price of vanilla has soared over the last two years, sending a chill down the spine of UK ice-cream makers. At around \$600 per kilo the sweet ingredient costs more than silver (reference [Rebecca Wearn](#), Business reporter, BBC News 7/5/18).'

With this in mind the flavour team at **Innovative** have spent the past 2 years creating a cost effective consistently available alternative to vanilla extract.

Whilst not claiming to be a perfect recreation of natural vanilla extract (that has long been cited as one of the most difficult tasks in flavour creation) **Innovative** have produced an answer to soaring cost and restricted availability for natural vanilla users in their range of Vanilla Extract Flavourings. Researching into the hundreds of volatile flavour compounds that develop and combine in vanilla pods to deliver the much desired flavour characteristic, **Innovative** have used analytical data from vanilla extracts of various origins to deliver a range of flavourings both natural and synthetic can be used as cost effective extenders or even replacers of vanilla extract.

Within the range there are natural variants incorporating a quantity of real vanilla extract to allow the claim 'contains vanilla extract' with the flavour classification of Natural Vanilla Flavouring with Other Natural Flavourings or simply Natural flavouring. Amongst the current range are 20 fold equivalent Bourbon and Tahitian Types at a fraction of the cost of vanilla extract. For those interested in maximum cost effective alternatives, **Innovative** have also developed non natural versions.

Designed for used in multiple applications this flavouring range has the answer for ice cream, bakery, confectioner and beverage manufacturers and developers. Contact us now for samples and further information.

Innovative Ingredients Limited, Units 12 & 13 Hixon Industrial Estate, Hixon, ST18 0PY
Tel: 01889 270500 | sales@innovativeingredients.co.uk | www.innovativeingredients.co.uk

