

Tailors of Taste  
Geschmack nach Maß

Wollenhaupt



Your product in focus.  
Driven by our expertise.

# Why Vanilla?

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## **Trending item in high demand**

Natural vanilla is trending. Consumers are looking for authentic, natural ingredients. Food blogs, clean label and social media are fuelling demand. Vanilla is emotional, versatile – and sells easily. This is also shown by the steadily increasing sales figures.

## **High margin premium product**

Vanilla stands for quality and pays off. Bourbon vanilla in particular is in high demand. Ideal for organic, premium and promotional assortments – with above-average margins and growing demand.

## **Health promoting effect with emotional added value**

Vanilla scent can curb appetite and lift mood - some studies are suggesting this. A potential benefit for health-conscious buyers and a strong selling point on the shelf.

## **Long shelf life – flexible logistics**

Vanilla products have a shelf life of up to 36 months. They require no refrigeration and are easy to store. Compact, reliable, and versatile – ideal for impulse or permanent listings with minimal effort and low risk.

A product in high demand with impressive earnings potential – efficient and low-risk to handle. Together, we will find your tailor-made solution – individual, efficient, and in line with market requirements.





# Our company – at a glance

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## **Expertise in natural vanilla**

We focus on natural vanilla products. Tailor-made brand & private label solutions for the food retail sector and individual vanilla concepts for the industry. Your brand, our vanilla – perfectly tailored to your requirements.

## **Tradition and reliability**

As a family-run business since 1881, we combine generations of experience with strong values. Based in Germany, in the heart of the European Union.

## **Versatility and confidence**

Different qualities, origins and certifications – we offer flexible solutions to meet a wide range of market requirements and ensure the highest quality standards.



## **Certifications**

Our certifications are more than just a logo – they are a promise to our customers, our partners and to the quality of every single vanilla pod.



Find out more at [ra.org](http://ra.org)



**Sedex** | Member



# Vanilla Pods

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„Queen of Spices, packaged in style.“

Our exquisite vanilla pods unfold their full character – in glass jars or in flow packs specially developed to lock in the delicate taste of our vanilla pods. Perfect for your brand. Unmistakable in quality.

 **Recyclable**

## Blisterpack

### THE NOBLE CLASSIC

Our premium solution convinces through high-quality look and lasting impression

- ✓ High-quality look
- ✓ Visibility of pod
- ✓ Resealable
- ✓ Tamper-proof

Pod length | Contents  
11 - 13, 13 - 15, 15 - 17 cm  
1-2 pods

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 16.9 g |
| of which plastic | 3.3 g  |

**Min. Order Quantity**

30,000

Origins: Bourbon - Madagascar - Indonesia -  
Papua New Guinea - Uganda and many more.



 **Recyclable**

## Flowpack with glass

### THE FLEXIBLE ALL-ROUNDER

Ideal for small editions, fast, visible, perfect for dynamic markets

- ✓ Visibility of pod
- ✓ Optimum ratio price and performance
- ✓ Resealable
- ✓ Tamper-proof

Pod length | Contents  
11 - 13, 13 - 15, 15 - 17 cm  
1-2 pods

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

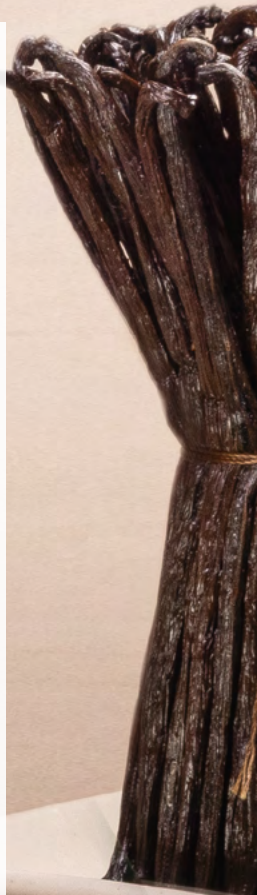
Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 10.9 g |
| of which plastic | 2.1 g  |

**Min. Order Quantity**

16,000

Origins: Bourbon - Madagascar - Indonesia -  
Papua New Guinea - Uganda and many more.





 **Recyclable**

## Flowpack

### THE PRICE-EFFICIENT NEWCOMER

Our most economical solution  
for large editions in the best  
quality

- ✓ Attractiveness in pricing
- ✓ Tamper-proof
- ✓ Shelf-optimized
- ✓ Perfected for vanilla
- ✓ Mono-material packaging

Pod length | Contents  
11 - 13, 13 - 15, 15 - 17 cm  
1-2 pods

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |       |
|------------------|-------|
| Packaging weight | 1.4 g |
| of which plastic | 1.4 g |

#### Min. Order Quantity

100,000



Origins: Bourbon - Madagascar - Indonesia -  
Papua New Guinea - Uganda and many more.



# Powder and Grinder

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„Finely ground. Full of taste. Ready for branding.“

Whether as a filled powder in a jar or in a practical grinder:  
Our Vanilla products are intense in aroma and comfortable in  
the application – a real highlight for your brand.

 **Recyclable**

## Grinder

Chopped Vanilla perfect for grinders

- ✓ Fresh grinding by consumers
- ✓ Grind size adjustable
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

7 g - 12 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

Packaging weight 121.5 g  
of which plastic 21.3 g

**Min. Order Quantity**

25,000



Origins: Bourbon - Madagascar - Indonesia -  
Papua New Guinea - Uganda and many more.

 **Recyclable**

## Glass

Whole pod aromatically ground

- ✓ Easy to use thanks to powder form
- ✓ Opening suitable for teaspoons
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

10 g - 15 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

Packaging weight 55.5 g  
of which plastic 0.0 g

**Min. Order Quantity**

12,000



Origins: Bourbon - Madagascar - Indonesia -  
Papua New Guinea - Uganda and many more.







# Vanilla Extract

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„Liquid gold for your product line.“

Our vanilla extracts offer authentic taste on a sweet base in concentrated form — cleanly dosable and reliable in quality. The ideal choice for discerning brands in the retail and foodservice sectors.

 **Recyclable**

## Bottle Plastic blistered

Extract preparation

- ✓ Refines all foods
- ✓ Practical application
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

20 ml - 28 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 13.4 g |
| of which plastic | 10.3 g |



**Min. Order Quantity**

18,000

Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.

 **Recyclable**

## Bottle Plastic

Extract preparation

- ✓ Refines all foods
- ✓ Practical application
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

50 ml - 65 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 12.8 g |
| of which plastic | 12.8 g |



**Min. Order Quantity**

50,000

Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.





 **Recyclable**

## Jar Plastic

Extract preparation

- ✓ Refines all foods
- ✓ Practical application
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

400 ml - 450 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 45.7 g |
| of which plastic | 45.7 g |

**Min. Order Quantity**

25,000



Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.

 **Recyclable**

## Bottle Glass

Extract preparation

- ✓ Refines all foods
- ✓ Practical application
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

50 ml - 65 g, 100 ml - 130 g,  
200 ml - 260 g, 500 ml - 650 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

|                  |        |
|------------------|--------|
| Packaging weight | 62.8 g |
| of which plastic | 2.0 g  |

**Min. Order Quantity**

25,000



Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.



# Vanilla Paste

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„Authentic Vanilla processed exquisitely for your indulgence“

Our vanilla pastes combine the full taste of natural vanilla with maximum ease of use - perfectly tailored to the needs of your customers and brand world.

 **Recyclable**

## Glass

Paste

- ✓ Refines all foods
- ✓ Opening suitable for teaspoons
- ✓ Visibility of product
- ✓ Tamper-proof

Contents

75 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

Packaging weight 91.9 g  
of which plastic 6.1 g

**Min. Order Quantity**

25,000



Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.

 **Recyclable**

## Tube Plastic

Paste

- ✓ Refines all foods
- ✓ Particularly large area for individual design
- ✓ Precise dosing
- ✓ Tamper-proof

Contents

50 g, 100 g

Halal-suitable, Vegan,  
Lactose-free, Gluten-free

Organic, Fairtrade, Kosher,  
Rainforest Alliance

Packaging weight 8.0 g  
of which plastic 8.0 g

**Min. Order Quantity**

25,000



Base syrup of agave, rice, invert sugar  
All vanilla origins possible:

Bourbon - Madagascar - Indonesia - Papua New  
Guinea - Uganda and many more.











# Product Details

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## Vanilla Pods

| Filling quantities  | Best before date | Blisterpack possible | Glass label possible | Number of colors        | Material of seal | Seal color  | Minimum Order Quantity | Type                 | Tray material        | Tray size | Facing | Tray colors |
|---------------------|------------------|----------------------|----------------------|-------------------------|------------------|-------------|------------------------|----------------------|----------------------|-----------|--------|-------------|
| Blisterpack         |                  |                      |                      |                         |                  |             |                        |                      |                      |           |        |             |
| 1-2 pods            | 36 months        | Yes                  | Yes                  | Label & blister card 5c | Plug LDPE        | Transparent | 30,000                 | Imprinted sales tray | Folding Box          | 10        | 1      | 5c          |
| Flowpack            |                  |                      |                      |                         |                  |             |                        |                      |                      |           |        |             |
| 1-2 pods            | 24 months        | No                   | No                   | Foil 7c                 | Plug LDPE        | Transparent | 100,000                | Imprinted sales tray | Corrugated cardboard | 20        | 1      | 2c          |
| Flowpack with Glass |                  |                      |                      |                         |                  |             |                        |                      |                      |           |        |             |
| 1-2 pods            | 36 months        | No                   | Yes                  | Label 5c                | Plug LDPE        | Transparent | 16,000                 | Imprinted sales tray | Corrugated cardboard | 10        | 1      | 2c          |



## Powder and Grinder

| Filling quantities | Best before date | Blisterpack possible | Glass label possible | Number of colors | Material of seal    | Seal color  | Minimum Order Quantity | Type                    | Tray material        | Tray size | Facing | Tray colors |
|--------------------|------------------|----------------------|----------------------|------------------|---------------------|-------------|------------------------|-------------------------|----------------------|-----------|--------|-------------|
| Grinder            |                  |                      |                      |                  |                     |             |                        |                         |                      |           |        |             |
| 7g - 12g           | 24 months        | No                   | Yes                  | Label 5c         | Grinder polyacrylic | Transparent | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 6         | 1      | 2c          |
| Glass              |                  |                      |                      |                  |                     |             |                        |                         |                      |           |        |             |
| 10g - 15g          | 36 months        | No                   | Yes                  | Label 5c         | Lid tinplate        | Gold        | 12,000                 | Brown cardboard neutral | Corrugated cardboard | 8         | 2      | —           |







# Product Details

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| Vanilla Extract          |                  |                      |                      |                         |                  |            |                        |                         |                      |           |        |             |
|--------------------------|------------------|----------------------|----------------------|-------------------------|------------------|------------|------------------------|-------------------------|----------------------|-----------|--------|-------------|
| Filling quantities       | Best before date | Blisterpack possible | Glass label possible | Number of colors        | Material of seal | Seal color | Minimum Order Quantity | Type                    | Tray material        | Tray size | Facing | Tray colors |
| Bottle Plastic blistered |                  |                      |                      |                         |                  |            |                        |                         |                      |           |        |             |
| 20ml - 28g               | 24 months        | Yes                  | Yes                  | Label & Blister Card 5c | Lid aluminium    | Silver     | 18,000                 | Imprinted sales tray    | Folding Box          | 7         | 1      | 5c          |
| Bottle Plastic           |                  |                      |                      |                         |                  |            |                        |                         |                      |           |        |             |
| 50ml - 65g               | 24 months        | No                   | Yes                  | Label 5c                | Lid PP           | Black      | 50,000                 | Imprinted sales tray    | Corrugated cardboard | 12, 24    | 2, 4   | 2c          |
| Jar plastic              |                  |                      |                      |                         |                  |            |                        |                         |                      |           |        |             |
| 400ml - 450g             | 24 months        | No                   | Yes                  | Label 5c                | Lid PP           | Black      | 25,000                 | Brown cardboard neutral | Corrugated cardboard | 6         | 2      | 2c          |
| Bottle Glass             |                  |                      |                      |                         |                  |            |                        |                         |                      |           |        |             |
| 50ml - 65g               | 24 months        | No                   | Yes                  | Label 5c                | Lid HDPE         | Black      | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 6         | 1      | 2c          |
| 100ml - 130g             | 24 months        | No                   | Yes                  | Label 5c                | PP               | Black      | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 5         | 1      | 2c          |
| 200ml - 260g             | 24 months        | No                   | Yes                  | Label 5c                | PP               | Black      | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 4         | 1      | 2c          |
| 500ml - 650g             | 24 months        | No                   | Yes                  | Label 5c                | PP               | Black      | 25,000                 | Brown cardboard neutral | Corrugated cardboard | 4         | 2      | —           |

## Vanilla Paste

| Filling quantities | Best before date | Blisterpack possible | Glass label possible | Number of colors | Material of seal | Seal color | Minimum Order Quantity | Type                    | Tray material        | Tray size | Facing | Tray colors |
|--------------------|------------------|----------------------|----------------------|------------------|------------------|------------|------------------------|-------------------------|----------------------|-----------|--------|-------------|
| Glass              |                  |                      |                      |                  |                  |            |                        |                         |                      |           |        |             |
| 75g                | 24 months        | No                   | No                   | Label 5c         | Lid PP           | Black      | 25,000                 | Brown cardboard neutral | Corrugated cardboard | 6         | 1      | —           |
| Tube Plastic       |                  |                      |                      |                  |                  |            |                        |                         |                      |           |        |             |
| 50g                | 24 months        | No                   | Yes                  | Tube 7c          | Fliptop PP       | Black      | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 10        | 2      | 2c          |
| 100g               | 24 months        | No                   | Yes                  | Tube 7c          | Fliptop PP       | Black      | 25,000                 | Imprinted sales tray    | Corrugated cardboard | 5         | 2      | 2c          |





# Ready for your success in vanilla?



You wish to have a product created – We will handle the rest. From initial contact to shelf-ready packaging, we serve as your all-in-one vanilla expert.

Delicacies, specialty trade, or retail: We turn vanilla into your success.

## **What we handle for you:**

- Advice on assortment selection & volume planning
- Smooth quotation process
- Planning, procurement and production of all packaging materials
- Complete data for listing, logistics & systems

## **Get in touch:**

+49 (0) 40 728 300

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### Sustainability



### Corporate Video



### General Terms and Conditions



### Code of Conduct









**Tailors of Taste**  
Geschmack nach Maß

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