

Tailors of Taste
Geschmack nach Maß

Wollenhaupt



Your product in focus.
Driven by our expertise.

Why Vanilla?

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

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



Sedex Member

Vanilla Pods

„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

„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

„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

„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



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



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?

u

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

vanille-order@wollenhaupt.com

vanilla.wollenhaupt.com



Sustainability



Corporate Video



General Terms and Conditions



Code of Conduct



Tailors of Taste
Geschmack nach Maß

Wollenhaupt



Wollenhaupt Vanille GmbH

Am Heisterbusch 13
D-19258 Gallin

+49 (0) 40 728 300
vanille-order@wollenhaupt.com

vanilla.wollenhaupt.com

