

Tailors of Taste
Geschmack nach Maß

Wollenhaupt



Tailors of Taste since 1881

1881

- Founded in Hamburg as Gebrüder Wollenhaupt GmbH
- Importer and wholesaler of tea and vanilla beans
- Owner-managed in fourth generation

1966

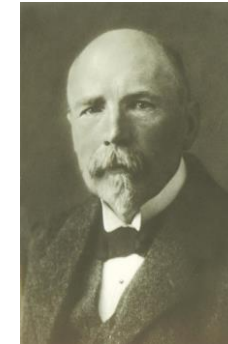
- Relocation to Reinbek
- Continuous business expansion

2003

- Implementation of GFSI standards and expansion of the degree of automation
- Splitting of the tea and vanilla divisions into legally independent companies:

2019

- Wollenhaupt Tee GmbH as well as Wollenhaupt Vanille GmbH



Over 140 years of tradition

Tailors of Taste

Geschmack nach Maß

Wollenhaupt



Management

Nils Bohla

With Wollenhaupt since 1997

Managing Director since January 2020

Contact details

Wollenhaupt Vanille GmbH

Gutenbergstraße 33-35

21465 Reinbek

+49 (0)40 72 830 0

vanille-order@wollenhaupt.com

<https://www.vanille.wollenhaupt.com>

Business Data



Europe's **leading importer** of natural vanilla beans. Independent specialty trading house with annual sales of approx. EUR 33 million in 2019/20.



On our **production area** (6.000 m²) as well as the planned **new building complex** (in Gallin) we process different qualities, origins and certifications.



Coverage of about 15% of **world vanilla demand** and an export share of about 60%.



We employ approx. **70 full-time employees** across departments

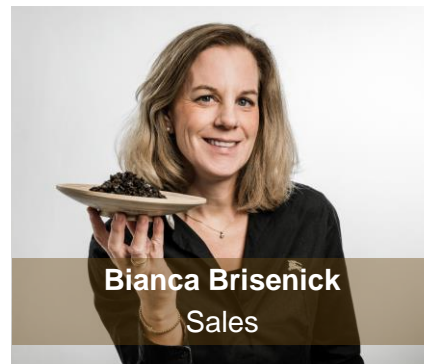


Innovative product development and use among modern technologies.



Sales channels: Industry, wholesale and retail (>50%).

Management & Sales Team



Product Development & Production Team



Overview of the Global Customer Structure



Corporate Social Responsibility

- Certification: Organic, FAIRTRADE as well as SEDEX member and SMETA audited
- Family business since 140 years

Sustainable trade partnership

Quality Assurance

- Consistent taste
- Legal compliance

Your brand protection

Manufacturing Expertise

- In-house technology
- High automation level

Excellent competitiveness

Wollenhaupt

Tailors of Taste

One-stop easy.



Service in Focus

- Permanent stock position
- Daily market report

Europe's leading importer

Reliability

- Family-owned in 4th generation
- Financially independent company

Long-term partnership

Innovation Leadership

- R&D for industry, wholesale, retail
- Large selection of ingredients and packaging styles

Tailor-made product concepts

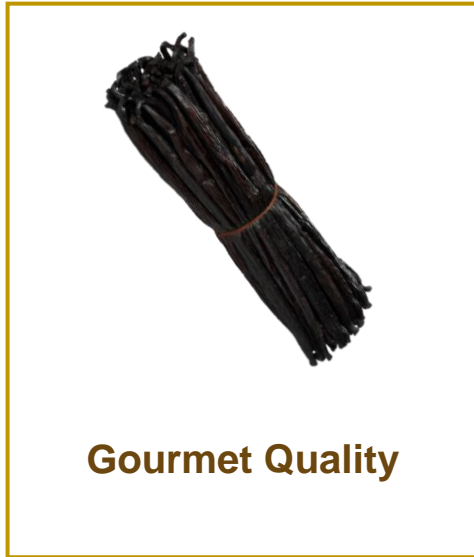
Vanilla from all Major Countries of Origin



Typical aroma notes besides the sweetish vanilla flavor

Country	Taste characteristics
Mexico	Creamy taste with notes of bean and dry fruit
Madagascar Comoros	Complex taste profile with slight notes of cream and bean
Uganda	Slightly nutty and creamy taste
Indonesia/ PNG	Floral, aniseed-like taste with woodruff notes
Costa Rica	Bean and aniseed-like taste
Tahiti	Distinct floral, anise-like notes but less intense vanilla character

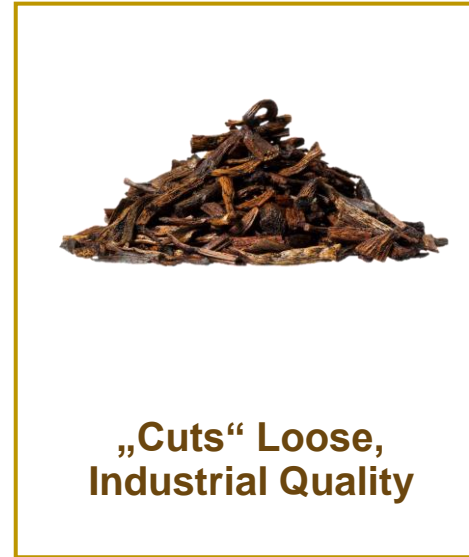
Raw Material: Beans for Industry and Trade



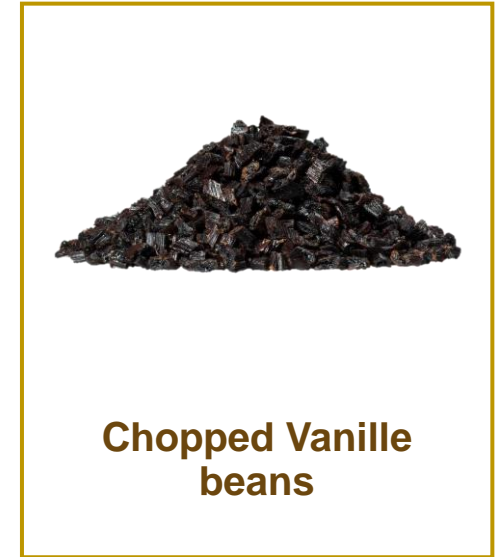
12cm+ long, pliable, dark chocolate brown vanilla bean. The bean usually has an oily sheen and moisture of more than 30%.



Split vanilla beans have similar properties to the whole vanilla variety. Most often, the beans find their way into the extraction.



Short, broken or shorter split vanilla beans. The quality is less characteristic, but still has vanillin & complex aroma notes.



Chopped beans often obtained from whole vanilla beans, which have a lower gloss as well as being drier than gourmet vanilla bean.

Raw Material: Powder for Industry and Trade



Our high-quality vanilla powder consists of 100% pure ground vanilla beans. The pods are dried and freshly ground.

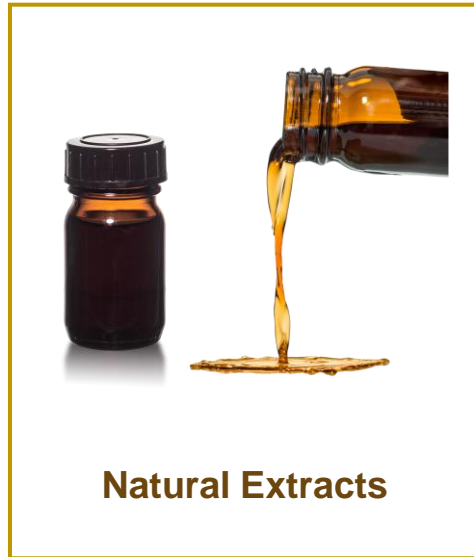


The product is made from the vanilla beans, which were initially used to produce vanilla extract. It is mostly used for the appearance and declaration of vanilla.



The approx. 15% share of seeds from the vanilla bean is also affectionately called "vanilla caviar". The seeds are particularly suitable for decoration and praise in vanilla products.

Raw Material: Extracts/ Pastes for Industry and Trade



Natural Extracts

Our vanilla extract is produced exclusively from the vanilla bean. Therefore, the extracts have a characteristic vanilla flavor and are often used as liquid vanilla.



Natural Flavors

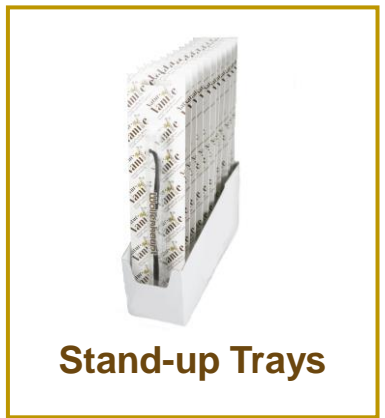
The natural flavors are obtained to a high degree from the eponymous fruit or plant. The proportions of natural flavoring substances are used for nuance and refinement.



**Nature (Vanilla)
Pastes**

The various vanilla and fruit pastes are made from a mixture of extract, sweet bases, thickeners and pod or fruit pieces. As a rule, the pastes find their application in the refinement of desserts and are universally applicable.

Packing for the Food Retailing Industry



Complete in-house production

Vanilla products for LEH containers with a high degree of automation



Customer
request



Finished
product

Internationally recognized certification

Company related certification	Product related certification			
 <p>IFS Food 6</p>	 <p>Sedex registered</p>	 <p>FLO-CERT (Fairtrade)</p>	 <p>Kosher</p>	 <p>Bio (EU, BIOSUISSE)</p>
<p>Our end-to-end quality management system complies with the international food standard IFS.</p>	<p>Sedex is based on SMETA guidelines and promotes the exchange of information between our suppliers and us to ensure social and ethical obligations are met.</p>	<p>Our suppliers as well as our company is certified by FLOCERT to ensure that social and ethical Fairtrade standards are met.</p>	<p>The majority of our products comply with kosher guidelines and are constantly monitored and evaluated.</p>	<p>We guarantee that the manufactured products come from controlled organic production which comply with the EU organic regulation and the BIOSUISSE standard.</p>

View into the production



Tailors of Taste

Geschmack nach Maß

Wollenhaupt

Visit our website too!

<https://www.vanille.wollenhaupt.com>

