

NOROHY 



PRESS PACK

NOROHY IS A MARRIAGE BETWEEN VANILLA PRODUCERS & PASTRY PROFESSIONALS

Norohy is an ethical sourcing company, a platform for linking talent, and a discoverer of inspired creations. Norohy is shining a light on every stage in this outstanding ingredient's journey, from its best in the world terroirs to its most delicious culinary iterations.

This intensely meaningful and promising marriage has a single goal:

To guarantee cooks, pastry chefs and artisans reliable, ethical high-quality vanilla that will change the vanilla industry for the better.



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Noro and **Rohy** mean “**light**” and “**bond**” respectively in Malagasy. The name perfectly encapsulates our desire to forge a link between producers and chefs, so that this fascinating, mysterious ingredient gets the attention it deserves.



MADAGASCAR: THE HOME OF VANILLA

Norohy's adventure began in Madagascar, the present-day home of the vanilla plant.

This is a choice terroir for growing one of the world's finest vanillas. As well as a warm, humid climate, the island's north-eastern regions boast a soil that is richly stocked with organic matter, making it ideal for growing vanilla plants.

Increased levels of demand have generated a world shortage, which has in turn led to intensive speculation and high prices on vanilla of variable quality. As the producer of 80% of the world's vanilla, Madagascar

has fallen victim to its own success, making it intensely vulnerable to this market speculation.

Given this volatility and the confusion endured by customers faced with endlessly variable product quality and prices, Norohy wants to take action to **make the world of vanilla more reliable, principled and ethical.**



A POSITIVE PARTNERSHIP

The Norohy adventure started when Valrhona met Madagascan company Trimeta Agrofood. The latter is known for centralizing, preparing and packaging Madagascan spices and farm produce and exporting around the world. The two

did more than just work together: They formed an ethical bond that was both rich in promise and underpinned by a strong belief in **transparency, expertise and sharing.**



ORGANIC & ETHICAL VANILLA

Alongside Trimeta, we are offering on-the-ground support for producers from Maroantsetra and Mananara so that we can be sure our vanilla is the best and production is optimally traceable.

We have decided to source our supplies of unprocessed green vanilla beans straight from the producer, as this is the only way to successfully manage the value chain.

Norohy believes that thinking long-term, focusing on education and getting to know the terrain are the most reliable ways of having a positive impact on the environment and local community development.

Collaborating with Trimeta enables us to support producers, listen to their needs and raise their awareness of best growing practices.



OUR 1ST ORGANIC VANILLA



Norohy's vanilla comes from two specific regions, Maroantsetra and Mananara, at the edge of Madagascar's main vanilla-producing Sava district.

Here, in an area where few other crops are farmed, Norohy has carefully selected its organic vanilla planters. Norohy's first product has received organic certification because its producers decided to follow the stringent criteria.

Norohy made the choice to go organic not just out of a desire for certification that would reflect its ethical commitments, but also because it would help us to track our vanilla right back to individual planters more easily, guarantee optimal traceability, and raise producers' awareness of environmental and horticultural issues around managing plantations.





TWO WORLDS OF EXPERTISE COMBINED

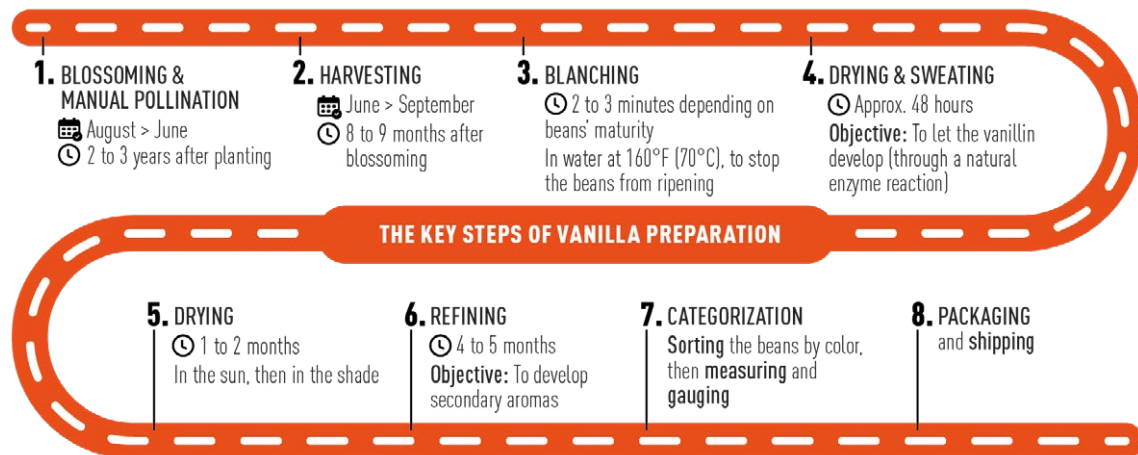
FROM THE CRUCIAL ROLE OF TIME TO PRECISION TECHNIQUES

From first pollination to dining tables, Norohy stands out for its mastery of preparation techniques, meticulous production management, tried-and-tested teaching, and industry-renowned expertise.

UPSTREAM

For our first organic Madagascan vanilla, we have decided to source our supplies of unprocessed green vanilla beans straight from the producer, as this is the only way to make sure prices, quality and traceability remain consistent and reliable all year long.

It takes 13 to 15lbs (6 to 7kg) of green vanilla to produce 2lbs (1kg) of black non-split vanilla. Every stage in the whole processing chain is closely managed with the utmost respect for one factor that defines a vanilla's quality above all others: Time. Good vanilla requires patience.



Nine months after flowers are delicately hand-pollinated using age-old techniques, the harvest begins. The meticulous preparation process then continues as the beans are blanched in water heated to 160°F (70°C). This crucial step stops the bean from ripening so that it can then be dried and sweated for 48 hours. This is when it develops its all-important vanillin and basic aromatic profile.

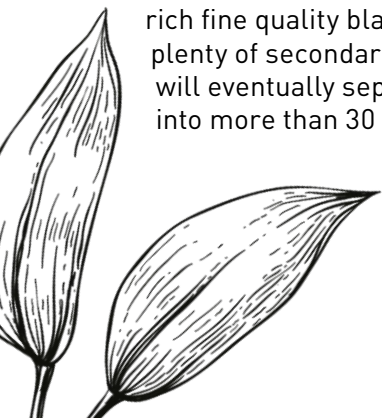
The process doesn't stop there, however – More patience is required!

It takes one to two months alternating between patches of sunlight and shade for the beans to dry and develop their key flavors. Four to five months spent maturing in well-padded wooden boxes help to bring out the secondary aromas. Through every stage in the drying and maturing process, workers carefully sort the produce, distinguishing between very short vanilla beans with little vanillin (these will go on

be extracted), and large, vanillin-rich fine quality black beans with plenty of secondary aromas. They will eventually separate them out into more than 30 different quality categories.

Finally, the beans will be selected by size and tied into small, carefully gauged bunches before being packaged and shipped.

We choose only the finest **black non-split vanilla measuring 6 to 9 inches (16 to 23cm).**



We have forged strong links with L'École Valrhona's technical and pastry experts.

We also consider it our role to help chefs to get the best out of this essential ingredient, so learning resources and immersive experiences have become an integral part of Norohy's culture.

Norohy's first vanilla product is for professionals who prize quality and reliability and it has the kind of aromatic profile sought after by top chefs, with a high natural vanillin content and intense woody and floral aromas. Because vanilla is to pastry chefs what truffles are to cooks, **Norohy wants to honor this unique ingredient capable of investing and enhancing culinary creations with intense flavor and subtle aromas.**

As vanilla's best partner, we will support chefs and immerse them in the world of vanilla by opening a window to the source, providing courses and demonstrations, as well as high-precision techniques for using vanilla in recipes.





WHAT'S NEXT?

It will take time and commitment to make the world of vanilla more principled and respectful. As a result, we and our local partners are taking real action on the ground so that planters and processors receive good training and support.

The first chapters in Norohy's story are now being written in Madagascar for European food professionals. Without a doubt, future chapters will be written in other origins for other countries by workers who share Norohy's characteristic commitment and expertise.

The background of the entire page is a repeating pattern of black line drawings on a dark gray background. The drawings depict various parts of a vanilla plant, including five-petaled flowers, long slender pods, and elongated leaves. The pattern is dense and covers the entire surface.

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