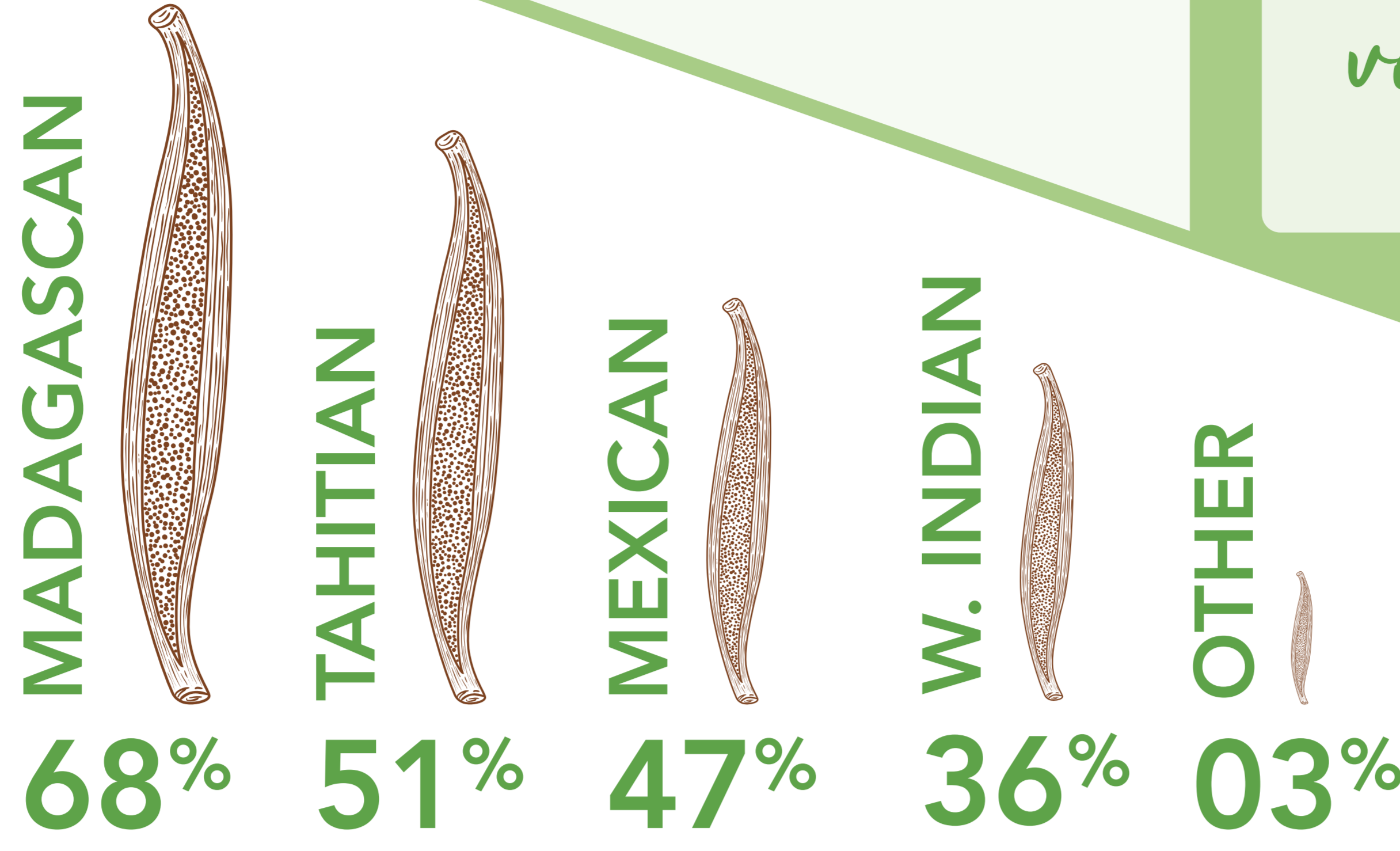


VANILLA

anything but plain

TOP FIVE VANILLA PRODUCING REGIONS



MADAGASCAR VANILLA
voted most popular

#1

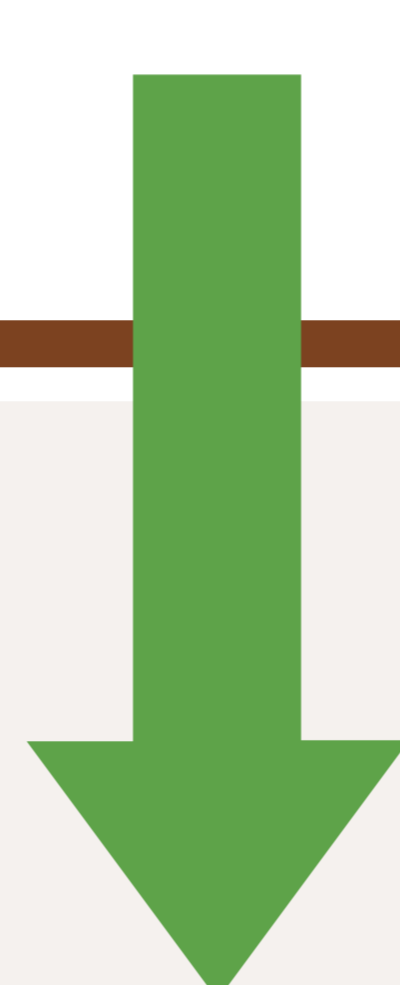


WE ASKED CONSUMERS THEIR THOUGHTS ON

PURE VANILLA EXTRACT

VS

NAT VANILLA FLAVOR



46% PVE

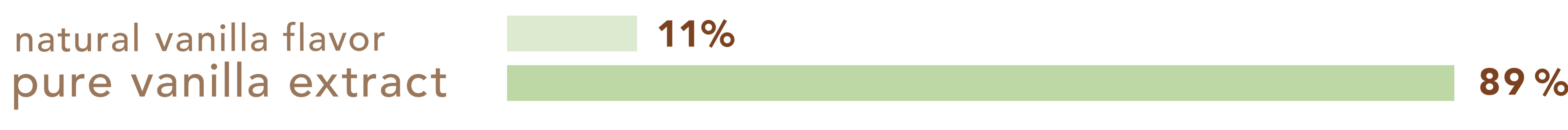
CONSUMER STUDY SHOWS 46%

of consumers prefer pure vanilla extract over nat vanilla flavor when it comes to taste

N=600



89% OF CONSUMERS ARE WILLING TO PAY MORE for pure vanilla extract on the label



N=600

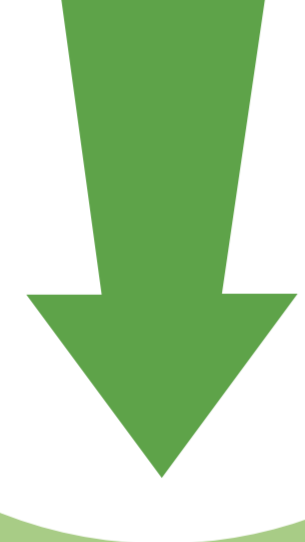


CONSUMERS REPORTEDLY PREFER to buy from companies with a reputation for **purpose** and when they **feel connected**.

As demand increases for vanilla-flavored products, we continue to work harder to ensure our vanilla is sourced ethically and sustainably. When purchasing our Madagascar vanilla, our brand story becomes a part of yours.

SUPPORTING OUR FARMER COMMUNITY

3RD



ACCORDING TO THE UNITED NATIONS, MADAGASCAR HAS THE 3RD LOWEST SCHOOL ATTENDANCE IN THE WORLD. A MAJOR FACTOR IN THE LONG-TERM POVERTY RATE OF A REGION.

SYNERGY FUNDED SCHOOLS

IN THE FIRST QUARTER OF 2024

Synergy will have funded **12** schools and provided educational opportunities to more than **2,800** students.

12

