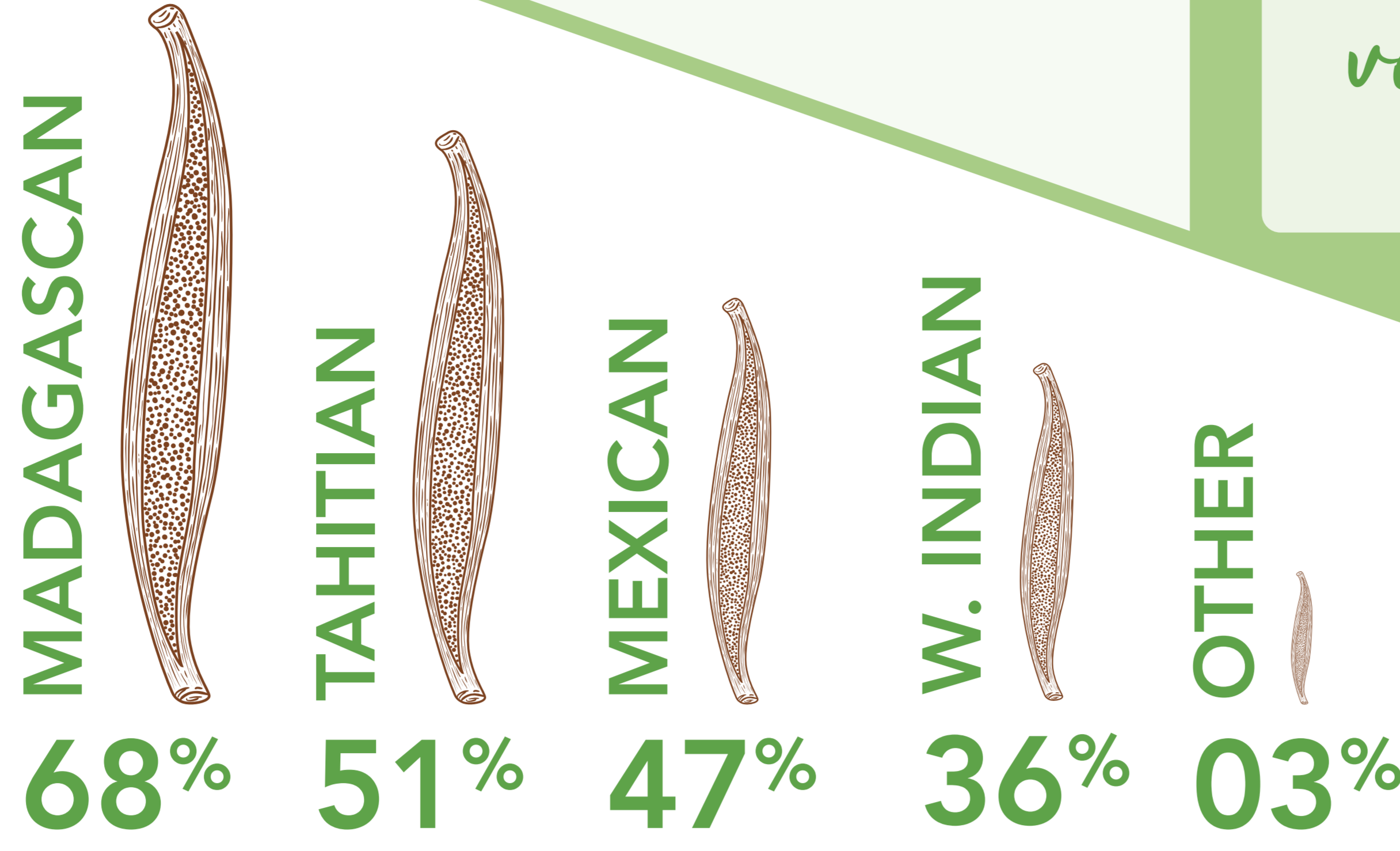


# VANILLA

*anything but plain*

## TOP FIVE VANILLA PRODUCING REGIONS



**MADAGASCAR VANILLA**  
*voted most popular*

**#1**

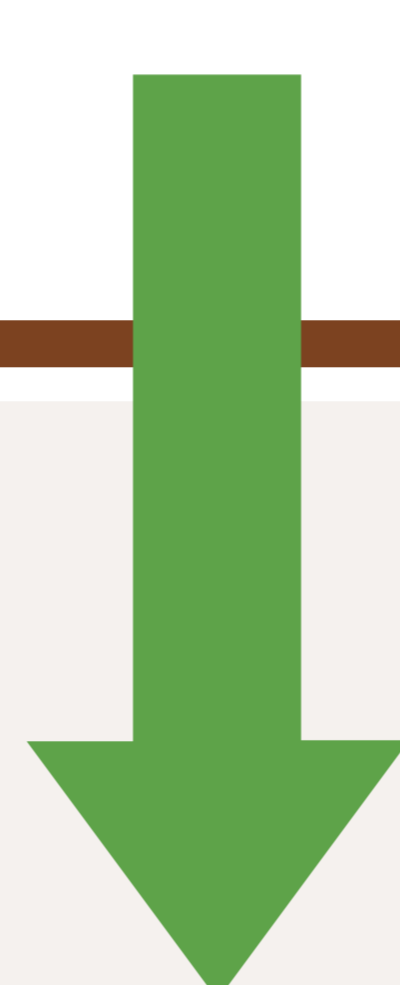


## WE ASKED CONSUMERS THEIR THOUGHTS ON

**PURE VANILLA EXTRACT**

**VS**

**NAT VANILLA FLAVOR**



**46% PVE**

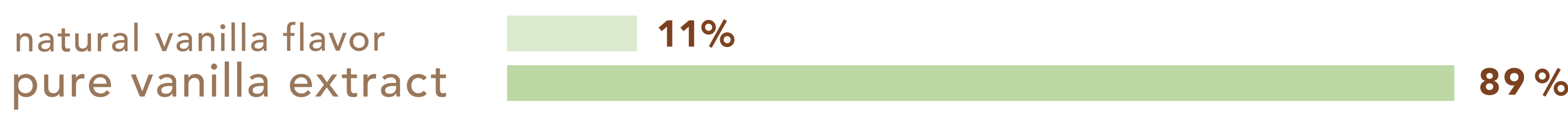
**CONSUMER STUDY SHOWS 46%**

of consumers prefer pure vanilla extract over nat vanilla flavor on ingredient listing

N=600



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



N=600

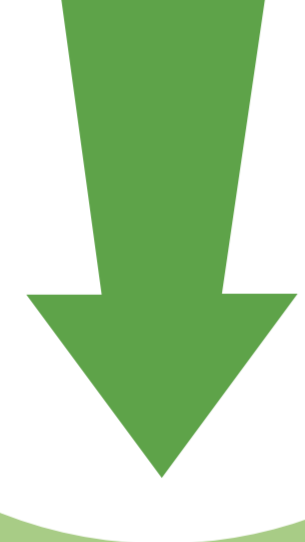


**CONSUMERS REPORTEDLY PREFER** to buy from companies with a reputation for **purpose** and when they **feel connected**.

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**

