



PROVA

*Extracting  
the Essentials*

# PROVANIL<sup>®</sup>

## A COST-EFFECTIVE ALTERNATIVE TO VANILLIN

### ADDRESSING ANTIDUMPING & COUNTERVAILING DUTY ORDERS

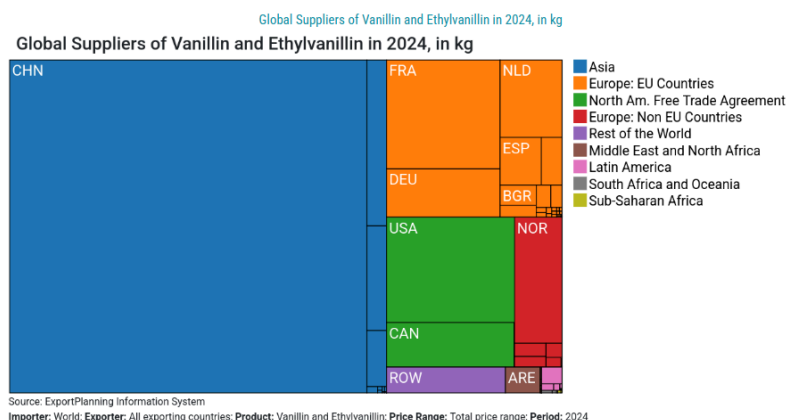
Across the United States, manufacturers in the food and beverage industry are experiencing significant shifts due to recent antidumping and countervailing duty orders on Chinese vanillin. These orders are causing manufacturers throughout the U.S. to reshape pricing structures, evaluate supply, and source strategically. PROVA understands this evolving landscape and is here to work with you to maintain consistent quality and cost stability without compromising on flavor.

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## UNDERSTANDING VANILLIN

Vanillin is one of more than 400 organic compounds that contribute to the flavor and aroma found in vanilla. While it's naturally found in vanilla beans, vanillin can be manufactured from a variety of other sources, such as clove, ferulic acid, guaiacol, and lignin. Food and beverages account for most of the use of vanillin, but it is also used in fragrances, personal care products, pharmaceuticals, and household products. China has historically dominated this market, producing and exporting almost 10 times the volume as the second and third-largest suppliers, the USA and France.



## UNDERSTANDING TODAY'S MARKET

In July of this year, the US Department of Commerce issued antidumping (AD) and countervailing duty (CVD) orders on vanillin and ethyl vanillin from China. The AD duty rate ranges from 190.15% to 379.82%, while the CVD rate is 42.10%. The AD and CVD rates are expected to be in place for a minimum of 5 years. ITA and ITC will conduct a sunset review in 2030 to determine if the duty rates should continue or be terminated.

The antidumping and countervailing duty orders have led to challenges including...

**Increased Costs:** Antidumping duties are driving up costs, creating uncertainty for long-term contracts and product margins.

**Supply Risk:** Shifting trade dynamics can disrupt sourcing channels, making them vulnerable to shortages.

## OUR SOLUTIONS MITIGATE COSTS WITHOUT COMPROMISING TASTE

### VANILLIN ALTERNATIVES: PROVANIL®

PROVA's vanillin alternatives, Provanil®, are designed for seamless integration into your products. Paired with our technology and our team of experts, we are committed to maintaining or enhancing your desired flavor profiles.

#### Benefits:

**Cost Control:** Provanil helps offset the antidumping and countervailing duty rates.

**Consistent Flavor Performance:** Provanil delivers the vanillin taste consumers desire in your specific application base.

#### PROVA's Solutions:

### Provanil US 7

US Legislation:  
Natural Flavor

**35-45% SAVING**

*when compared to the market price of **natural vanillin***

### Provanil 201

US Legislation:  
Natural & Artificial Vanilla Flavor

**20-30% SAVING**

*when compared to the market price of **synthetic vanillin***

**SAMPLE YOUR COST-SAVING  
PROVANIL® SOLUTIONS TODAY**



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