



# Vanilla Bourbon

from Madagascar



Plantation N° E-JSH

*Vanilla pods from* **Organic Farming**  
or **Conventional Farming**



MADE IN MADAGASCAR



Planteur - Affineur depuis 1924

<https://vanillelavany.com>

# THE RANGE



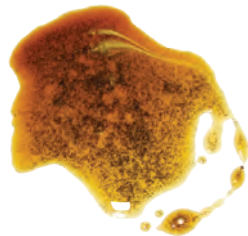
## Vanilla Pods

Organic Farming  
Conventional Farming



## Vanilla Pure Powder

Organic Farming  
Conventional Farming



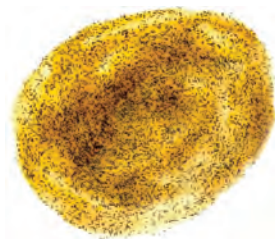
## Liquid Vanilla Extracts

Organic Farming  
Conventional Farming  
- 200 g/litre - 400 g/litre



## Vanilla Pearls

FLAVOURING PREPARATION



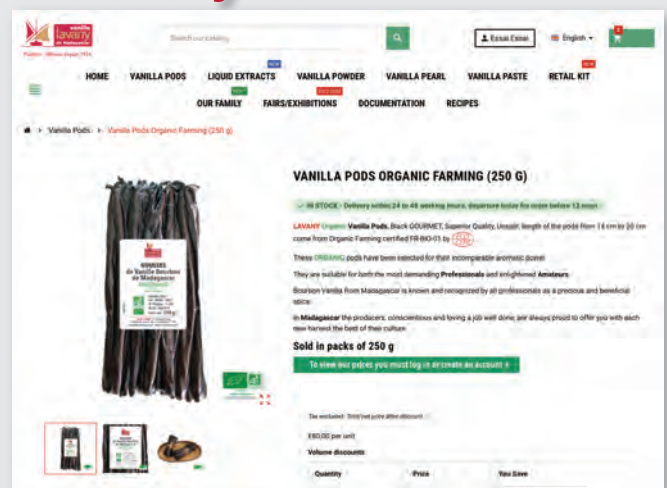
## Vanilla Paste

FLAVOURING PREPARATION

Order on ligne,  
and **SAVE 5 %**  
on your firts order  
using the code: « **BIENVENUE** »

- 1 - Create a professional account,
- 2 - In three steps, select your items, place an order and pay using PayPal or credit card,
- 3 - Cumulate LOYALTY POINTS to deduct directly from your next order. ●

<https://vanillelavany.com>



# Who are we?



By **Lucia RANJA-SALVETAT**  
Manager Vanille LAVANY



## 1924 - 2024

During the French colonization in **Madagascar** and taking advantage of the availability of land suitable for this spice, the SAVA region in the northeast was chosen as territory for a large-scale production of **Vanilla** in the Indian Ocean.

In **1924**, the Governor General of our SAVA region asked volunteer farmers to experiment with the acclimatization of vanilla cultivation on the Big Red Island.

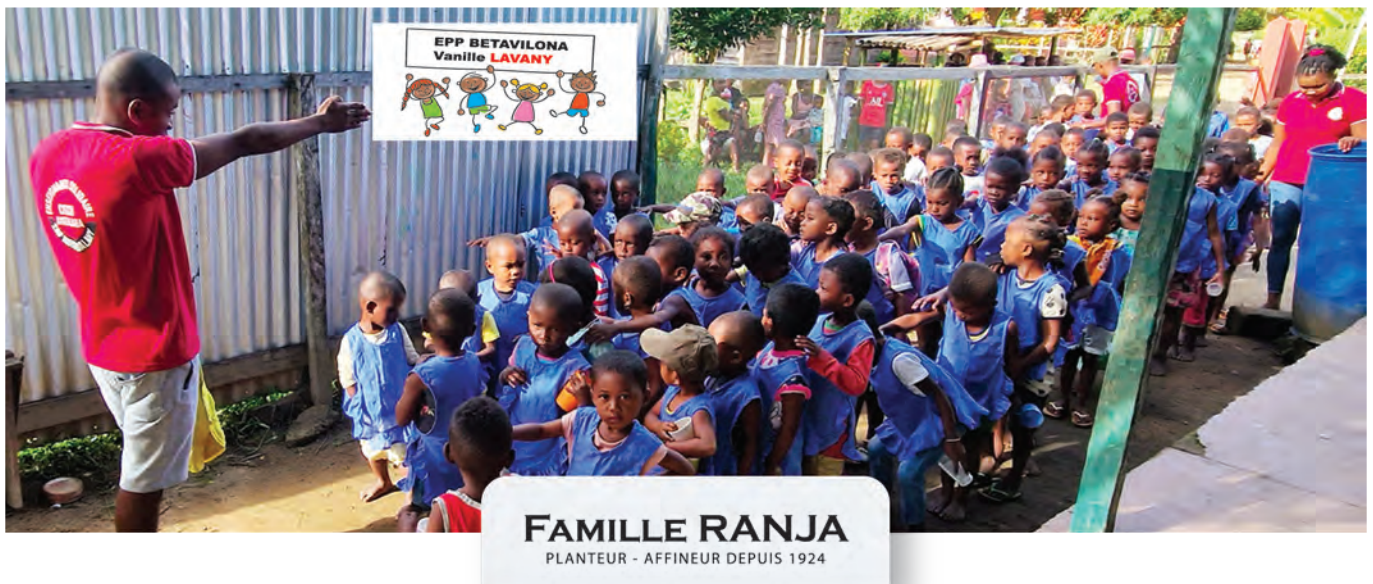
Our great-grandfather **Edouard Rajera** and his wife **Egyptienne Ranja** then volunteered for this new agricultural adventure.

They chose virgin lands and created the bush village of **Betavilona** on the Ankavana River about 60 kilometers from the prefectural town of **Antalaha**. Since this pioneering era, **till today in 2024**, we are continuing as a family to cultivate and refine **Vanilla Planifolia** from our **conventional** or **organic plantations**.

**The know-how** acquired and consistently improved over these **hundred years** places us among the major players in the Vanilla sector in Madagascar. We are **the fourth generation of Malagasy planter-refiner-exporters** and we distribute from France, our **family production** directly, without intermediaries, to food professionals.

This Single Origin guarantees you indisputable traceability of **LAVANY Vanillas**.

« **Direct sale without intermediary from the Producer to the Consumer** »



## Our commitment to our village community:

We work to make improvements in the daily life of our village. We are involved in the health sector: covering medical costs, creating numerous drinking water points, providing material support to our bush hospital, setting up a participatory village pharmacy.

For several years, our efforts have been particularly aimed at the education of our children. We are proud to have initiated and established an " **EPP BETAVILONA-VANILLE LAVANY** " nursery school. For this 2023-2024 school year, we are welcoming 127 children aged 3 to 6 year old. Three full-time teachers make up the teaching team as well as a canteen worker who prepares lunches. Our goal is above all to give our children a " **taste for learning**".

These actions are possible thanks to You, our loyal Customers. **THANKS TO YOU!**



*Vanillier plant with open flowers, young flower buds and fertilized flowers.*



*Amédée BOTRA, a manager of our plantations in the bush village of Betavilona in the heart of SAVA.*



*Outdoor drying in the sun of our freshly scalded Vanilla pods. The process takes place in our refining station from Manambato to Antalaha, benefiting from ideal climatic conditions under the trade winds of the Indian Ocean..*



vanille  
lavany  
de Madagascar  
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*Sorting refined Vanilla is a long and meticulous operation. The pods are selected according to their length, their colours, their split or non-split aspect and finally their moisture content.*



## Vanilla Pods Organic Farming

Vanille **LAVANY** Bourbon from Madagascar Vanilla pods, Planifolia variety, from **ORGANIC FARMING**, certified **AB** by **ECO CERT**, Black GOURMET, Superior Quality, Non-Split, pod length 14 to 20 cm.

These ORGANIC Pods were selected for their unique flavouring power. They will suit the most demanding professionals as much as the skilled amateurs.

Aspect: Fat Pod, oily, shiny, supple, non-split.  
Flavour profile: Chocolaty, intense et fruity.  
Usage: In infusion, cream, patisserie, ice cream, yoghurt, sweet and savoury recipes.

**Packaging:**  
vacuum-packed in food grade PET clear bags, 250 g  
or by 2 pods or by 5 times 2 pods for retail resale.

**Shelf life:**  
24 months in original packaging.

**Advice:**  
Aerate the Vanilla pods out of their pack before use (Minimum 30 minutes).  
Store away from direct light and heat sources.  
Open the bags as and when needed.



MADE IN MADAGASCAR



## Vanilla Pods Conventional Farming

Vanille **LAVANY** Bourbon from Madagascar Vanilla pods, Planifolia variety, from **Conventional Farming**, Black GOURMET, Superior Quality, Non-Split, pod length 14 to 20 cm.

These ORGANIC Pods were selected for their unique flavouring power. They will suit the most demanding professionals as much as the skilled amateurs.

Aspect: Fat Pod, oily, shiny, supple, non-split.  
Flavour profile: Chocolaty, intense et fruity.  
Usage: In infusion, cream, patisserie, ice cream, yoghurt, sweet and savoury recipes.

**Packaging:**  
vacuum-packed in food grade PET clear bags, 250 g.

**Shelf life:**  
24 months in original packaging.

**Advice:**  
Aerate the Vanilla pods out of their pack before use (Minimum 30 minutes).  
Store away from direct light and heat sources.  
Open the bags as and when needed.



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## Vanilla Pure Powder Organic Farming certified AB or Conventional Farming

Vanilla **LAVANY** Pure Powder is composed solely of whole **Bourbon from Madagascar Vanilla** pods, non-exhausted, (Planifolia variety), refined especially for this transformation.

This very high standard powder is obtained with a cold process grinding technique at ultra-low temperature to preserve totally all the flavours of our Vanilla at its best:

- safe from overheating and oxidation
- the powder is homogeneous with a consistent granulometry at 500 µ.

It does incorporate perfectly with any preparation.

*Flavour profile:* Vanilla with chocolate, woody and spicy notes.

*Usage:* in infusion, cream, patisserie, ice cream, chocolate, sweet and savoury recipes.

**Packaging:**

vacuum-packed in food grade PET clear bags, 250 g.

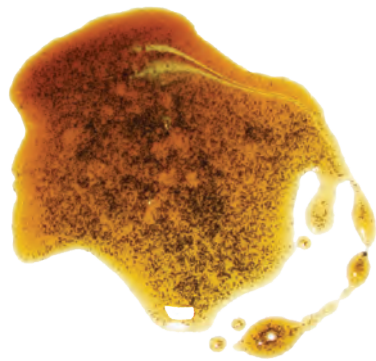
**Shelf life:**

24 months in original packaging.

**Advice:**

Aerate the Vanilla pods out of their pack before use (minimum 10 minutes).  
Store away from direct light and heat sources.

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## Liquid Vanilla Extracts Organic Farming certified AB or Conventional Farming

The liquid Vanilla Extracts **Vanille LAVANY** are using solely whole **Vanilla pods Bourbon from Madagascar**, non-exhausted, (Planifolia variety), refined especially for this transformation. The concentration is equivalent to **200g** or **400g** of Vanilla pods per litre of liquid extract.

**Ingredients:** beet sugar syrup, pure Bourbon from Madagascar oleoresin (28 x), caramel (sugar - water), Vanilla seeds, without any additives nor artificial flavouring.

**Optional:** the liquid Vanilla Extracts **Vanille LAVANY** may be prepared without seeds.

*Flavour profile:* Vanilla and caramel. *Usage:* ice cream, cream, patisserie, yoghurt

**Packaging:** in food grade amber PET bottle, with a capacity of one liter, with its airtight screw cap for long storage.

- 1 bottle of 1 liter of **Extract 200 g** weighs 1.25 kg net.
- 1 bottle of 1 liter of **Extract 400 g** weighs 1.3 kg net.

**Deliveries:** per 1 liter or in boxes of 6 x 1 liter

**DLUO:** in its closed bottle: 24 months

**Advice:**

shake well before use as seeds tend to settle naturally at the bottom of the bottle.

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## Vanilla Pearls

FLAVOURING PREPARATION FOR ICE CREAMS AND PATISSERIES

The Vanilla Pearl **Vanille LAVANY** results from the blend of our **non exhausted Vanilla seeds** with concentrated **Vanilla Bourbon from Madagascar** – Oleoresin.

This preparation is presented as an unctuous black paste ready to use. Simple and easy to use, the Vanilla Pearl paste may be added to your recipes solely or in addition to pods, extracts or even pure powders as a **taste enhancer**.

Its original composition offers in addition a dense presence of black seeds in your preparations.

**Two packaging:**

- in white food grade PET jar with screw lid, per 500 g
- in transparent food grade PET jar with screw lid, per 200 g

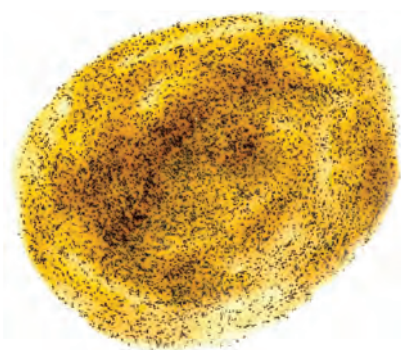
**Shelf life:**

24 months in original packaging.

**Advice:**

Store out of direct sunlight and away from a source of heat.

The Vanilla Pearl **Vanille LAVANY** is prepared for food consumption.



## Vanilla Paste

FLAVOURING PREPARATION FOR ICE CREAMS AND PATISSERIES

The Vanilla Paste **Vanille LAVANY** is prepared solely whole **Vanilla pods Bourbon from Madagascar**, non-exhausted, (Planifolia variety), refined especially for this transformation, alcohol-free.

**Ingredients:** Inverted sugar, glucose syrup, natural aroma, Vanilla Bourbon from Madagascar (2,5 %), natural colouring : beta-carotene (E160a), with black dots of spent powder.

May contain traces of nuts, eggs and milk.

**Packaging:**

- Plastic PET food grade tub with screw lid. Net wight **1.250kg**
- Glass jar with metallic screw lid, net weight **125g**

**Shelf life:**

24 months in original packaging, once open : 12 months

**Advice:**

Mix before use.

Store out of direct sunlight and away from a source of heat

The Vanilla Paste **Vanille LAVANY** is prepared in France for food consumption.



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# THE PRODUCTS



## Vanilla Retail Kit Gourmet

### REVOLVING DISPLAY STAND 3 faces in A4 format

It displays the **3 best sellers** of the Vanille **LAVANY** range.

- **2 organic Vanilla Pods, 8g, 17cm** in a glass tube and presented on blister.
- **50ml of Natural Vanilla Extract 200g/litre** in a bottle and presented on blister.
- **15 g of organic Vanilla Pure Powder** in PET and Aluminium sachet

Each product may be re-stocked separately.

- This compact display stand will easily find its place on your counter.
- The 4 products are ready to be displayed in an aesthetic packaging without manipulation.

Nowadays more and more consumers are very much conscious of their wellbeing and are looking for sound foods.

When becoming a retailer for our exceptional quality and **organic Vanilla**, single estate with unique provenance and a specific terroir, you become a key player in the new distribution « **from farm to fork** ».  
You may also diversify your profit sources.

- You state and share your qualitative strategy with your customers by choosing reliable a **direct route to market for your supply**.
- You ally with and support a **family of producers in Madagascar**.

### COMMUNICATION MEDIA included in the Basic Kit

- 50 flyers and 1 window sticker...
- You will benefit from additional visibility.



## Refills for the Retail Kit Gourmet

Each set of 20 refills can be sold separately.



20 Refills



20 Refills



25 Refills



20 Refills

MADE IN FRANCE





Bernadette RAZANANY, Manager - Ets RANJA

**Ets. RANJA**  
in Betavilona and Antalaha  
Madagascar

**100** EXPERTISE  
100 years of Tradition



Amédée BOTRA, Technique director



« Naivo » Jean-Eudes JERA, Operations manager



« Go » Hongrie BOTRA, Operations manager



The refining team at our Manambato refining station in Antalaha - Madagascar.



**Ets. RANJA - Plantation N° E-JSH** is the producing company based on a family structure in Madagascar,



**Vanille LAVANY** is the commercial brand managed by SARL LALINE SAVEURS located in France.



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