

A collage of various ingredients including vanilla beans, coffee beans, cacao pods, chocolate shavings, and nuts, arranged around a central text area.

PROVA

Extracting the Essentials

October 2022

A brief history of Prova

Founded in 1946, Prova is a French medium-sized company specialized in the manufacture of sweet extracts and brown flavors.

1946

Vanilla, our foundation

Our founders, Marcel & Jacqueline Acat started with a unique vanilla extraction technology. Until now, Prova keeps on innovating around vanilla and belongs to the top 10 vanilla beans purchasers worldwide.



1992

Cocoa, our second sweet brown favorite

Daniel Acat, who took over the company in 1962, realized that there was a place for a deep, rich chocolate taste that cocoa powder alone could not deliver : this is the creation of our cocoa extracts.



The 2000s

Expansion to sweet brown flavors

Muriel Acat, 3rd generation owner, encountered the need for authentic tastes as she began selling and marketing for Prova. She realized there was a place to expand upon our extraction expertise into authentic flavor creation.

She contributed to develop the range beyond vanilla and cocoa, by introducing caramel, nut, dairy...



Innovation at the heart of our DNA

We keep looking for new raw materials and innovative solutions to help our customers achieve their ambitions and sublimate the taste of their products.

1946

Vanilla sugar

Marcel and Jacqueline create a unique and intense vanilla sugar with Madagascar vanilla extract which seduces bakers, pastry chefs and chocolate makers, still today.



1988

Provanil®

Creation of Provanil®, a technical and economical alternative to vanillin for the chocolate and biscuit industries.



1973

Vanilla extract on cocoa butter

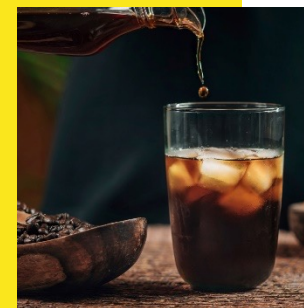
Daniel Acat invents the vanilla extract on cocoa butter aiming at facilitating the dosage of vanilla extract in chocolate and at making the vanilla impact more efficient.



2018

Cold-brew extract and masking solutions

Prova continues to innovate in the field of extraction, but also in functional solutions for plant-based products.



Our Vision

To be the natural choice for **sweet brown flavors** in the **hearts** and **minds** of our customers.

Our Philosophy: Care & Act

A company with a human face. We cultivate agility to take care of our employees, customers and partners.

We act with boldness and creativity while developing sustainable activities.



Our Values, our CSR Commitments

Give momentum to our commitments, bringing our values and ambitions to life through our CSR program: Care&Act.

*the Taste
of Products*

CREATING
A UNIQUE
AROMATIC
SIGNATURE

*the Taste
of Others*

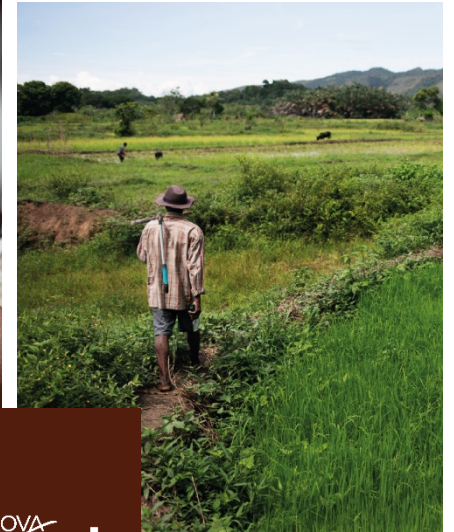
INCLUDING OUR
COMMON VALUES
IN EACH OF OUR
MEETINGS

*the Taste
of our Own*

PASSING ON
OUR PASSIONS
THROUGH THE
GENERATIONS

*the Taste
of Life*

TAKING CARE
OF THE EARTH
& PEOPLE



PROVA
care & act



Prova, Today at a glance



Since
1946
+ 75 YEARS
OF EXPERTISES


FAMILY-OWNED
BUSINESS

108 M€
REVENUE

2
Business
units


For Food Industry
Present in 60 countries
90% of revenue

**WOMEN
OWNED**
BUSINESS


MADE IN
FRANCE

70%
OF OPERATIONS
OUTSIDE FRANCE

7%
OF REVENUE
INVESTED IN R&D


For Food Service
Present in 23 countries

A global manufacturing footprint & a unique local service presence

+360 Employees

Including 250 in France

+60

Covered countries

7

Applications labs

9

Subsidiaries

4

Factories
2 in France

R&D Center

1 in India & Bangkok to come

USA

FRANCE

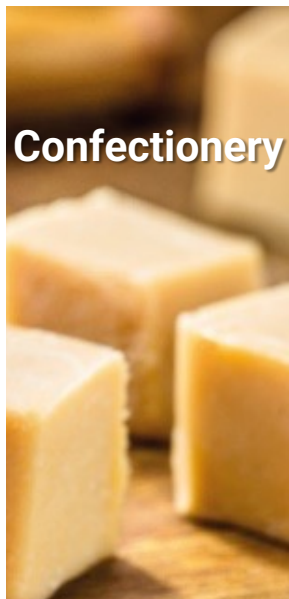
BRAZIL - MEXICO
CHILI - URUGUAY

SOUTH AFRICA

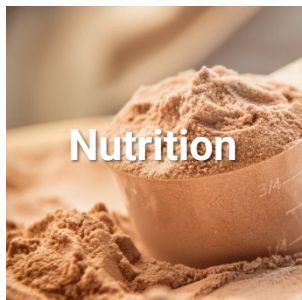
INDIA

THAILAND
INDONESIA

Solutions designed to delight changing *Customer expectations*



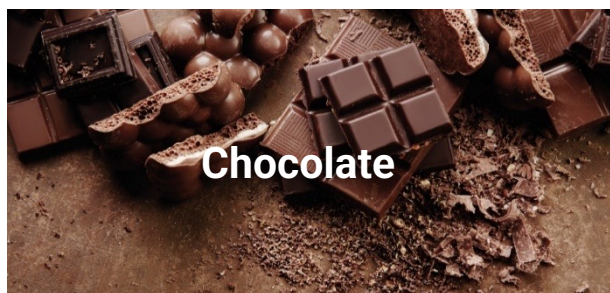
Confectionery



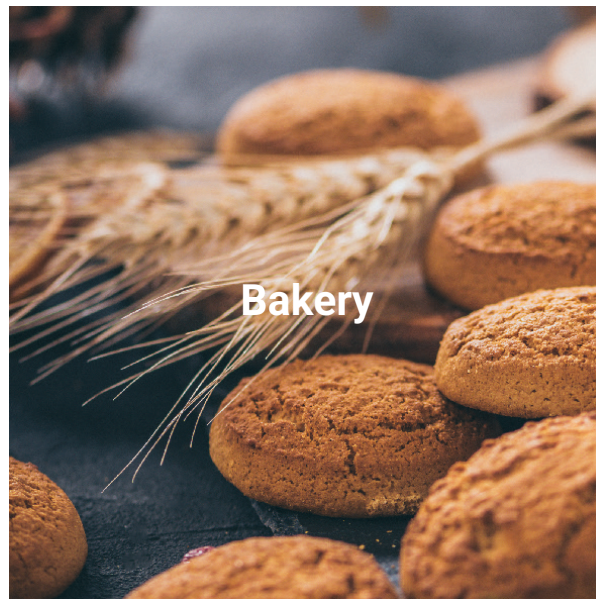
Nutrition



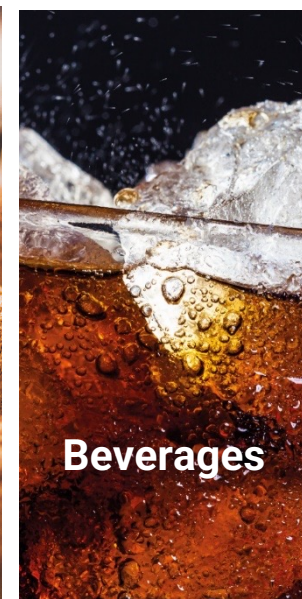
Dairy



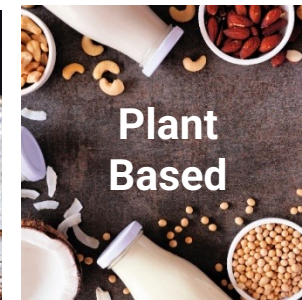
Chocolate



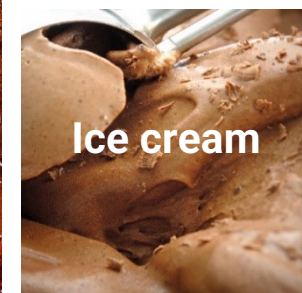
Bakery



Beverages



Plant Based



Ice cream

A range of Solutions with a wide range of *sweet brown notes*

For 75 years, we have made the strategic choice to be specialized in the creation of quality **sweet brown extracts and flavors** such as vanilla, cocoa and caramel, allowing us today to offer a wide range of expertise in these aromatic notes.

Cocoa



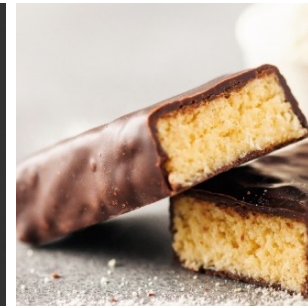
Coffee



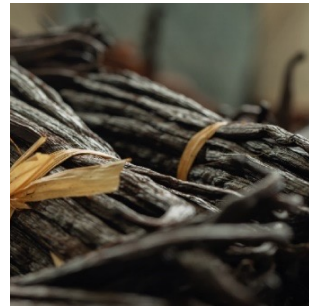
Nuts



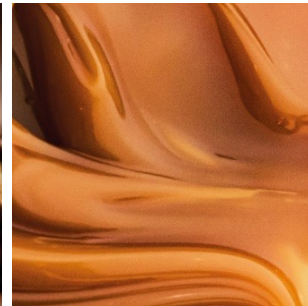
Indulge
your senses



Vanilla



Caramel



Dairy notes

Dessert inspirations
Honey &
Confectionary
Tea & spicy
The routes of taste

Technical
solutions



Our Vanilla offers



Sustainable Vanilla Extract

Our 100% traceable vanilla extracts range is sustainably sourced and fully meets the demands of customers looking for healthier & more environmentally food choices.

Our tailored offering to
write your own story

Join us
on the field

Variety of
certifications

TRACEABILITY
& TRANSPARENCY

GROUND
REPORT
& KPIS

MARKETING PACK
PHOTOS & VIDEOS
& more...

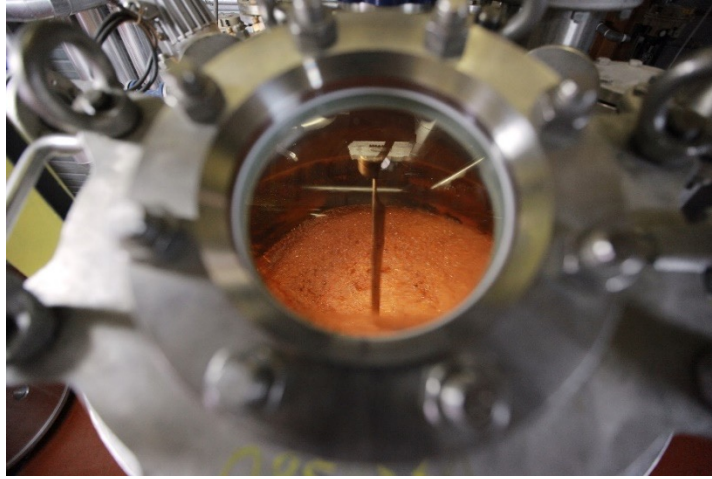
Prova has a dedicated team
in Madagascar supplying vanilla
and supporting farmers.

4 VILLAGES

200 ha
OF PRODUCTION

+1300
PEOPLE
SUPPORTED





Our Customer approach

Craft your Future

Voice of the customers

How do you see Prova?


Knowledgeable
Quick
Service Consistency
Proximity Reliability
Innovative Good Fast Listening
Expert Efficient Great Quality Efficiency
Speed Exclusivity
Reactivity Responsive
Punctuality Sweet Helpful
Experts Seriousness




Our approach

Bring Experts at your service

Prova combines the benefits of a family-owned business with the efficiency and power of a large company.

 Personalized approach

 Tailor made solutions



R&D approach

For your project

Apply selected or created
flavor in your base or similar

Conduct sensory tests on
final application to **validate**
our selection or creation.

Understand your needs, share with you
our **flavor language**

Select the most **effective** flavors
in our global Flavor library according
to your specifications

Develop a customized formulation
(match or new development) with
our flavorists using a **GCMS**
Analysis.



SENSORY
DEPARTEMENT



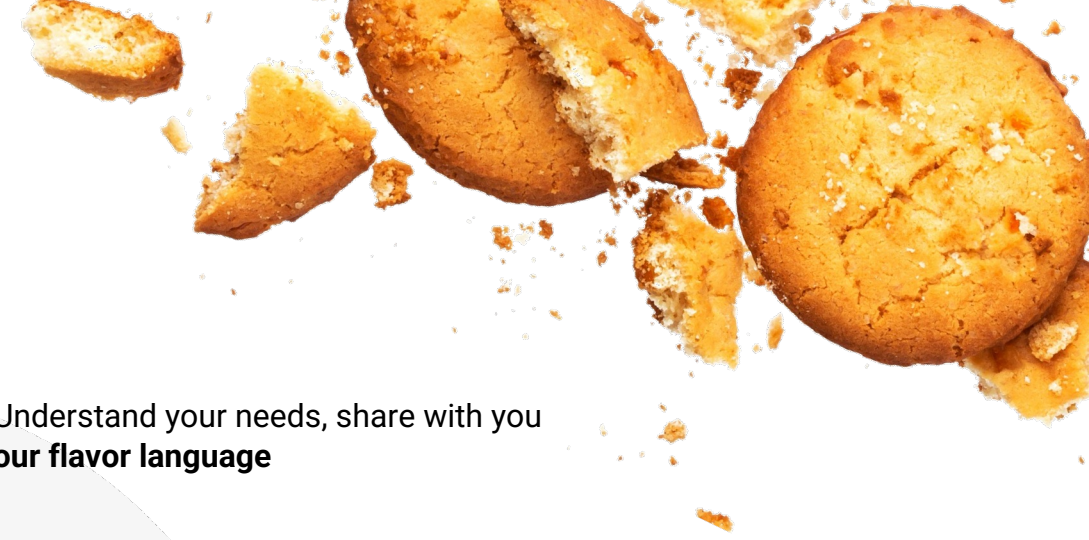
APPLICATION
DEPARTMENT



FLAVOR
PORTFOLIO



FLAVOR
DEVELOPMENT



Flavor Creation Labs

Flavorists & Application engineers, a perfect team!

Since 2011, we have located our application laboratories in different parts of the world in order to improve our effectiveness and get closer to the tastes of our various markets.



Extracting the Essentials

L'Atelier

Pastry chefs to inspire your new concepts

Translate Gourmet
creativity into industrial
applications

Make the difference
with innovative
concepts



L'Atelier
PROVA

Marketing support Help you create new flavor stories!

Analyze trends and technologies and get a better understanding of world cultures and consumers are key factors in the development of new products.



Happy Easter
Extracting the Essentials

ENERGETIC
THE FLAVOURING EDITION

Bulletproof Coffee
Flavouring notes: Caramel, Blue-act, Coconut, Van-lla

100% VÉGÉTAL
LA NOUVELLE ALTERNATIVE

NOTE INFO VANILLE
Novembre 2021

FLAVOUR FOCUS 2
Nuts & Honey

EUROPE IS SETTING THE TREND FOR SUSTAINABILITY CLAIMS

INDUSTRIALS TAKE MORE & MORE SUSTAINABILITY INTO ACCOUNT

IN THIS REPORT, YOU WILL DISCOVER 5 FLAVOURING TRENDS THAT WILL MAKE 2022

- GOOD FOR THE PLANET
- GOOD FOR ME
- PERFECTLY CARAMEL
- FROM TALE TO TASTE
- A JOURNEY ACROSS DESSERTS

LET'S INSPIRE 2022 TOGETHER!

PROVA



Thank you for your attention

| Contact us

JAVIER PAREDES
Director Latam
Javier.paredes@prova.fr

Walter Rodriguez
Gerente Chile
Walter.rodriguez@prova.fr
Tel+ 56 9 7125 6098

www.prova.fr

