



essential

MAGAZINE

November 2021

ventós

Why oh why?

Jordi Calonge
Corporate Managing Director



Ventós is growing solidly step by step, year after year and moving forward steadily and with great growth potential.

But why keep growing? Why all this constant effort? What is it for?

Because adequately targeted growth enables us to improve and scale up our resources, collaborators, facilities, range of products and customers.

It also allows us to diversify in regions and operate in several countries. The ultimate aim? To carry out the expansion of an idea of success that generates wealth and well-being.

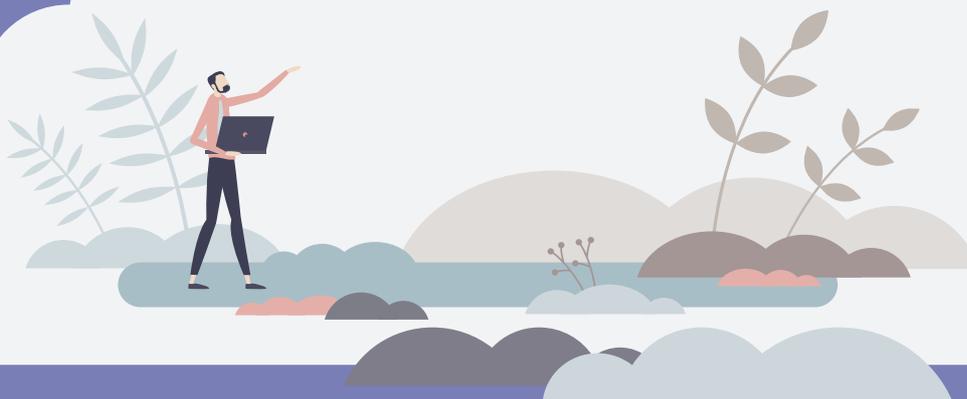
This is the real reason behind our daily work at Ventós; the reason we thrive and believe in it, and which ultimately consists of generating positive harmonies with our employees, collaborators, clients and suppliers to help make the world a better place.

By fostering distribution of wealth, we help to enhance people's quality of life.

When we buy Vetiver in Haiti, we are creating abundance in a poor country. When this same Vetiver flies in an expensive perfume from Paris, we are creating well-being and Ventós is in the middle of that. The same happens when we purchase Cardamom in Guatemala, Lemongrass in India, Patchouli in Indonesia, Eucalyptus in Brazil and Petitgrain in Paraguay... With these actions we help agricultural communities by giving them an income.

At Ventós we strive every day to continue growing. Why? To help improve the world, to distribute wealth and to foster well-being.

We will continue to do so, hopefully with your support.

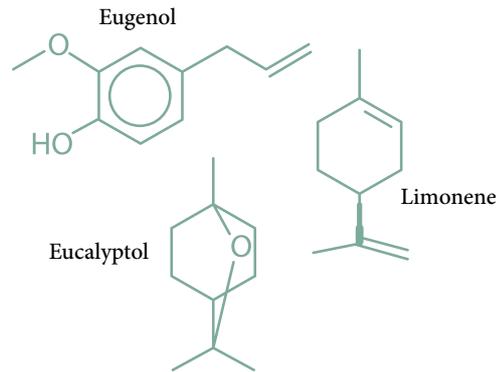


Isolates, the precursors of natural molecules

Gemma Parramon
Europe Managing Director



The beginning of the synthesis of aroma chemicals dates back to a few decades ago when the components of essential oils were identified. Having done so, scientists endeavoured to replicate them in the laboratory according to the organic chemistry synthesis treaties of the time.



You may be wondering why some commodities are of natural origin but the vast majority are synthetic.

The answer lies primarily, although not solely, in the production cost.

Nowadays, a natural Linalol costs over 20 USD/Kg, while a synthetic Linalool is less than 10 USD/Kg. Furthermore, Linalol is so widely used in our industry that it would be impossible to meet demand with what is obtained from ex-Hoo Wood Oil. Limonene and Eugenol, on the other hand, are clear examples of natural commodities. Nature provides them in abundance so it is more profitable to isolate them than to synthesise them.

This meant that many of the ingredients that make up essential oils could be synthesized industrially, which gradually and considerably expanded our palette of flavours and fragrances.

However, despite organic synthesis, one group of aroma chemicals still has natural origins: Isolates.

These include Limonene, Anethole, Cedrol, Estragole, Eugenol, Eucalyptol and many more that are isolated from Orange, Star Anise, Cedar, Basil, Clove and Eucalyptus, to name but a few. Many of them have become commodities today.

The issue arises when any of the unknowns in the equation that makes them profitable varies substantially: if the demand for orange juice drops, less essential oil is produced and availability automatically decreases, pushing the price of derivatives up.

Once again, we can see how fragile our sector is and how important balance is in the broadest sense.

Natural Isolates? Absolutely, as long as they are sustainable.

sotnev Stories

Ventós Group



Once upon a time...so many stories have started like this, in all known languages and for many, many years. Stories continue to fascinate us: those we read, those we hear, those we see, those we live, those we smell...

sotnev stories is a small homage to creation.

In human reproduction, genetics creates millions of unique faces by playing basically with the position and shape of the eyes, nose and mouth. In painting, just a few colours give us an unlimited number of combinations, without even considering its "invisible" variant.

Perfumery, which offers a broader palette than colours do for painters, plays with our sense of smell, the most ancestral sense, and never ceases to amaze us with infinite creations year after year.

Literature, which draws on a limited vocabulary, can produce an infinity of totally different stories.

Sotnev Stories is a game. The aim is to show how different combinations of the same elements can give very different results. We have invited eight "authors" to create stories using eight given words. Creativity is part of the human condition and deep down we all have an inner artist.



He woke up early and quickly realised that it was one of those bright summer mornings that he liked so much.

He jumped out of bed and opened the window of his room. On his right there were mariachis singing in the Plaza de la Constitución; on his left **bees** were flying over the large tulip garden. He looked up to see the **blue** sea off the coasts of Veracruz, took a deep breath and endless aromas began to bring back beautiful memories of childhood days in **Barcelona**. The breeze, carrying the typically **salty** aroma of the sea reminded him of afternoons spent on the beaches in Sitges playing with his cousins, while the smell of ground **Cinnamon** wafting out of the local bakery took him straight back to his grandmother **Eulalia's** delicious cakes while playing **Monopoly** with the family...

It was then that he realised more than ever that sense of smell was so **essential**, as it enabled him to travel through time, memories and emotions without leaving his room in beautiful Mexico City.



A. Clapés

August, 3pm. You're walking down the Ramblas. It's empty. Silence. You're alone. You fantasise that you're listening to Manolo García's song on your airpods where he sings: "I'm from **Barcelona** and I'm melting". You would dance and sing as if it was the end of the world. The track that actually plays is Sidonie's "The Fire". Being in the streets at this time of day is like walking through hell. The heat!

All you want is to dip your feet in the sea at Somorrostro beach. To feel the **salty** air, the bright **blue** sea, the bustle, people speaking in different languages. Games of **Monopoly**, volleyball, children running away from **bees**.

An intense **Cinnamon** aroma hits you. You can't help turning around. The look of someone you know takes you suddenly to Boadas bar. You're dying for a Daiquiri. One of your **essentials**. You're overcome by indecision. Doubts. What to do? Suddenly you say, "My name is **Eulalia**. Are you coming to Boadas?"

S. Sanjuan





Today I had scorpion for breakfast. I still have some guava. It isn't any better even with coffee and **Cinnamon** and honey from **bees** like my *nona* used to make for me when I was a student. **Salty** ham sandwiches don't taste like they used to either.

I'm going to struggle to finish the article for the Essential Magazine that I have to hand in and I do not feel like writing anything today. Particularly when what I really want, now that we have good weather at last and cloud-free **blue** skies, is for **Eulalia** to come home from work so we can go for a walk.

I came here with her from Colombia when she wanted to move to **Barcelona**, but our first months were very bizarre. It coincided with the outbreak of the pandemic and we were confined in a shared apartment with many other people, with little else to do but play **Monopoly** over and over again...

G. Mauten



Night was falling in Singapore and the heat seemed to be letting up a little. We'd arranged to meet some friends for a drink at the trendy **Essential** bar.

As I was going down the stairs of the MRT to head into the city centre, I found a **blue** wallet containing the owner's ID.

It seemed to belong to a woman from **Barcelona** called **Eulàlia**. I took the wallet to the station's lost and found office and continued on my way.

Someone in my carriage was wearing a perfume with a hint of **Cinnamon** that took me back to my childhood. As I reminisced about those happy days, I realised I'd missed my stop.

I got off at the next one and as I exited, a strong **salty** smell told me that I was at **Monopoly** station, the one closest to the port. On my way up the stairs out was a woman sitting down feeling faint from a **bee** sting. It was the woman of the wallet: **Eulàlia**.

M. Olive

It was a beautiful May day in **Barcelona**, far from my native New Jersey. I can't remember if it was too hot or not, but I know the sky was a very clear **blue** and there were no clouds blocking the view on the horizon.

I was at the top of the Tibidabo ferris wheel looking down on the whole city.

It's amazing how small and insignificant you feel when you see life from an aerial perspective. At my feet, millions of people were locked in their homes. They had been confined since mid-March due to a new virus that was wreaking global havoc and that political leaders worldwide were saying would transform society as we knew it.

Eulalia was sitting opposite me. We'd both decided to get out of the house after a month and a half of lockdown. We were fed up with it; we couldn't bear another game of **Monopoly**, we wanted to feel free again, to fly...like a **bee**, flitting from here to there with no destination or worries. Eulalia was enjoying the view while licking a **Cinnamon** ice cream and I was enjoying a **salty** sandwich, when she said, "How **essential** it is to be libre". I was always amused by the way she mixed up Spanish with her American-accented English like that.

J. Valles





My seatbelt is fastened and Air France flight AF254 is preparing to land at El Prat airport.

The view over Barcelona is amazing - the perfect geometry of the grid street design looks like the **Monopoly** board from the **blue** sky...I feel like I could pick up a car with my fingers and stop on La Pedrera to buy it.

The reason for my trip is to meet up with my friend and business partner **Eulalia** and see if we can close a property deal worthy of Monopoly: buying a Hotel on Gran Via de les Corts Catalanes near Plaça d'Espanya. It's a private auction and we're hoping that luck is on our side. We're pretty optimistic.

We want to set up a moderate price hotel business with high quality and a modern design that we'll call **Essential** Room.

We trust that the pandemic will end soon and the city will continue to attract tourists, conferences and trade fairs.

France is just next door and I'm going to promote this destination among my customers, suppliers and friends.

We French have a special fondness for **Barcelona**, where life seems sweeter and easier.

We've already designed some of the details but Eulalia wants to visit Ernesto Ventós to help us formulate a fragrance for our business establishment. We want something warm - a Ceylan **Cinnamon** profile with pure **bee's** honey collected from the hives in Collserola hills and a **salty** hint of the Mediterranean Sea.

D. Fernandez



I still remember the journey from Chibidao to **Barcelona**, a city of Mediterranean **blue**.

My family had heard about it and wanted to grow their honey business. We set off laden with a large honeycomb of **bees**. At the port of Macau my mother bought **Cinnamon** for seasickness and we boarded the Queen **Essential** Jasmine.

I was a child and thanks to **Monopoly** the trip was short. When we disembarked I was surprised by its different smell of the sea, its unmistakable **salty** perfume. We also discovered that the locals are similar to us: they throw firecrackers, have bonfires, eat snails and like dragons, although on April 23rd they want to kill one in particular. Things were not easy when we first arrived at our new house, La Masia **Eulalia**, as the queen bee of the swarm fell ill, but in the end we prospered and went on to build a big company, The Tiananmel Farm.

V. Quevedo



Rio de Janeiro has fascinated me from day one with its cheerful people, exotic food, magnificent beaches under **blue** skies and the **salty** sea breeze that floats in the air.

The bustling city can always surprise you, like the day I discovered the new **Essential** Brazil store and a perfume that has been my signature scent ever since, with notes of **Cinnamon**, vetiver, lavender and absolute **bee's** wax, which reminds me as much of the city I spent my teenage years in as the present that my friend **Eulalia** gave me when I went to live in Brazil: a **Barcelona Monopoly** that transports me to the city when I play it at the weekends with my carioca friends.

One day I'll go back and my perfume will go with me, this time to remind me of the also wonderful city of Rio de Janeiro.

R. Rubau





Rajen Mariwala
Managing Director

Ventós and Eternis Together from the Start

“Your Nose know us already” – Take any of the leading perfumed goods in the world today, and chances are that one of our fragrance ingredients has gone into its making.

With humble beginnings in 1992, our aim towards higher standards has led us to become one of the top 5 independent aroma chemical manufacturers in the world today.

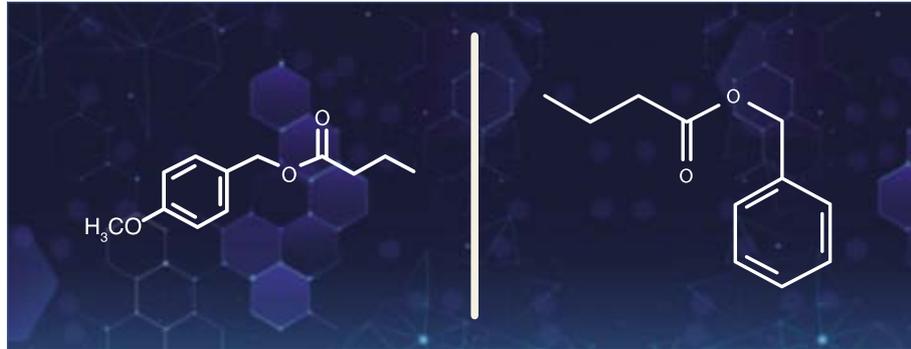
Our growth journey, in which we recently saw the successful acquisition of the Tennants Fine Chemicals in the United Kingdom on 1st February 2021, has always been supported by Ventós in various geographies around the world as part of our global network. With our acquisition we now boast a strong manufacturing presence in two major continents.

Since the beginning, under our former name of HPFL, **Ventós have been there alongside us, we have witnessed Ventós growing successfully and establish themselves** as a key supplier of a wide range of Ingredients across the whole Flavour and Fragrance Industry, offering their own unique brand of customer service, meeting the needs of their customers.

Always been supported by Ventós in various geographies around the world as part of our global network.

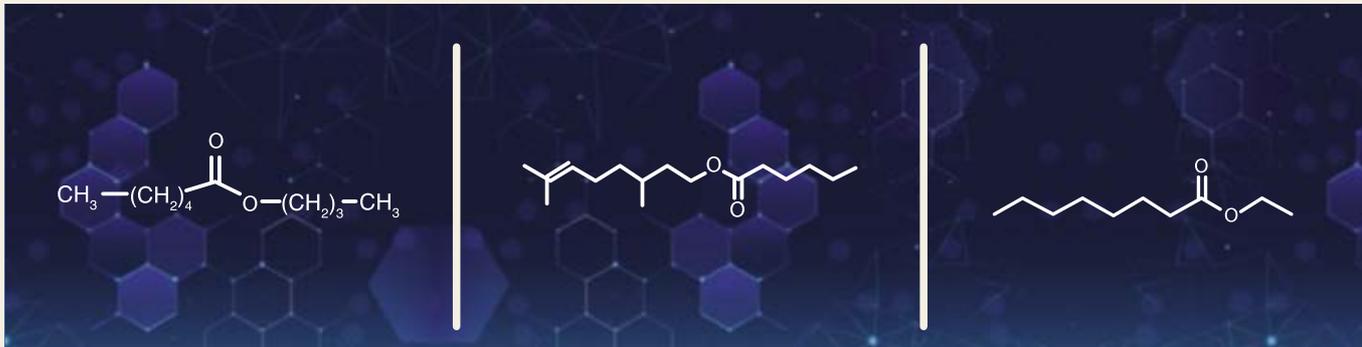
eternis 

bionat's
Biotechnologically
natural



ANISYL BUTYRATE BIONAT
€250KG*

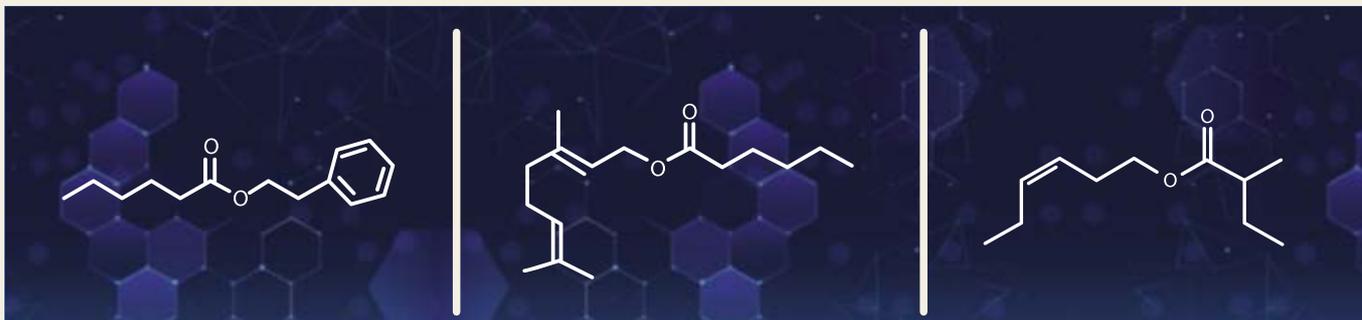
BENZYL BUTYRATE BIONAT
€275KG*



BUTYL HEXANOATE BIONAT
€110KG*

CITRONELLYL HEXANOATE BIONAT
€225KG*

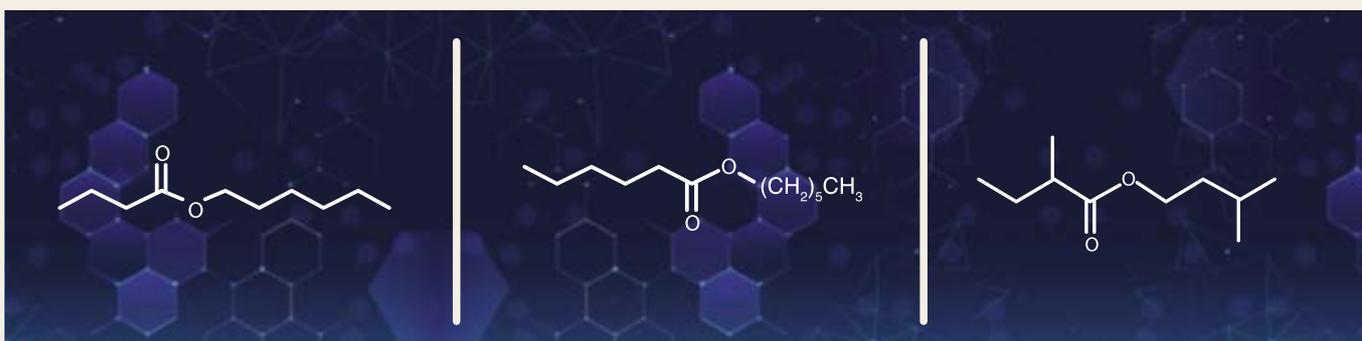
ETHYL OCTANOATE BIONAT
€95KG*



PHENYLETHYL HEXANOATE BIONAT
€295KG*

GERANYL HEXANOATE BIONAT
€225KG*

cis-3-HEXENYL 2-METHYLBUTYRATE BIONAT
€425KG*



HEXYL BUTYRATE BIONAT
€95KG*

HEXYL HEXANOATE BIONAT
€95KG*

ISOAMYL 2-METHYLBUTYRATE BIONAT
€145KG*

THE NEW FAMILY
OF VENTÓS PRODUCTS.

bionat's

We are living in the age of sustainability and kilometre zero, as well as of naturalness and authenticity.

On the one hand, there is rising demand for natural molecules, especially in the flavours market. On the other, regulations vary for this type of ingredient, which affects not only reagents but also how they are obtained.

Certifying a natural molecule under European law therefore entails certifying that both the reagents and the processes are natural.

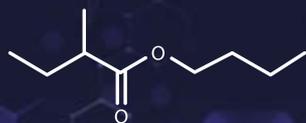
To guarantee 100% EU Natural ingredients, Ventós has decided to come up with a cocktail of naturalness, sustainability, authenticity and proximity, based on biotechnology.

This cocktail has given us **bionat's** - the new family of home-made Ventós products.

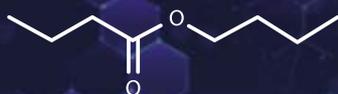
bionat's are our commitment to biotechnological processes, a broader range of products and, as ever, the quest for quality and quantity in the supply chain. By using biotechnological processes, Ventós is extending its range of home-made and environmentally-friendly products.

In a nutshell, **bionat's** are one more example of our engagement.

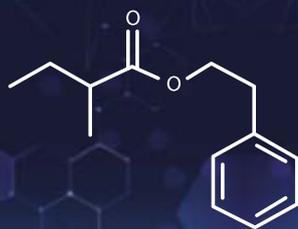
*Approximate price depending on amount ordered.



BUTYL 2-METHYLBUTYRATE BIONAT
€120KG*



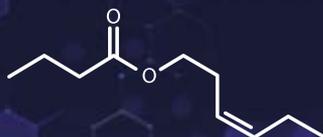
BUTYL BUTYRATE BIONAT
€100KG*



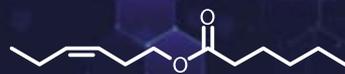
PHENYLETHYL 2-METHYLBUTYRATE BIONAT
€350KG*



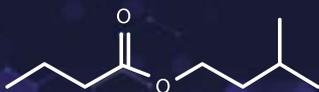
PHENYLETHYL BUTYRATE BIONAT
€385KG*



cis-3-HEXENYL BUTYRATE BIONAT
€425KG*



cis-3-HEXENYL HEXANOATE BIONAT
€425KG*



ISOAMYL BUTYRATE BIONAT
€95KG*



OCTYL BUTYRATE BIONAT
€105KG*

All products, samples and order information are just a click away in the customer area of www.ventos.com.

bionat's

Biotechnologically natural

Carol Larroy
RD Researcher



Natural molecules used as flavourings come from extractions of plants and fruits. However, we can also obtain them using biotechnological techniques, in which case they are exact replicas of natural molecules.

This is because we use the same materials and the same procedure as the plant uses to produce them: a few natural precursors and one or more enzymes to perform the transformation.

This means they are 100% natural, comply with EU certification for natural products, and retain all of the organoleptic properties of the natural molecule intact.



This means they are 100% natural, comply with EU certification

Biotechnology at an industrial level has been around for many years now and is part and parcel of our society, arising from the need to develop and implement highly efficient and environmentally friendly processes.

Steadily rising demand for natural and sustainable products has driven interest in biotechnological processes such as biocatalysis and fermentation. As a result, Ventós has come up with Bionats: truly natural molecules.

Ventós has incorporated biotechnology in its productions along with biocatalysis or enzymatic reactions, which offer significant technological advantages linked to their production, such as mild reaction conditions and no solvents. The high specificity of the enzymes hampers the release of by-products that make the later purification stage complicated and costly.

This is why natural molecules obtained using biotechnological processes have constantly high quality, also enabling production at stable costs and free from the parameters that affect natural molecules obtained by classical methods such as seasonality, meteorological conditions, crop variability, production limitations, political disputes, ecological disasters, and so on.



Biocatalysis affords countless possibilities. For instance, to produce bionatural esters we can work with a wide range of natural raw materials, starting with alcohols, acids and/or esters to obtain a broad array of products that will be natural, sustainable and have a low environmental impact. We can combine these elements to obtain bionatural esters as varied as those that Ventós already offers: Cis-3-Hexenyl Butyrate, Benzyl Butyrate, Geranyl Hexanoate, Phenylethyl Isovalerate, etc. Apparently simple, definitely natural.

Ventós has incorporated biotechnology in its productions along with biocatalysis or enzymatic reactions



Globalisation: Links in a chain

Bernat Martín
Corporate Operations Director



In the last year, globalisation has been more than a reality for many of us.

When we talk about the concept of the supply chain, we are referring to the combination of links that must fit perfectly together to achieve our aim: in our case, successfully delivering products to our customers. For this to happen, we have to forget about individual goals and always focus on the common goal.

This can be extremely complex if the various links are dependent on a wide range of factors! To reduce this complexity, we must make sure we have the necessary resources to be able to repackage, check and label our products, ranging from 1 to 1000 kg.

Our team must rigorously apply procedures to guarantee product quality and meet customer service demands across the board.

We need hauliers that can deliver anywhere in the world, with the best transit times and customer service reliability.

The Operations Department goal is for all of these links to work properly, seeking maximum efficiency at all times.

We are very mindful of how important it is to provide sound customer service and we therefore seek to add value at every logistical stage prior to delivery.

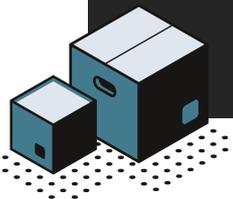
Technology and information management are essential to achieve this.

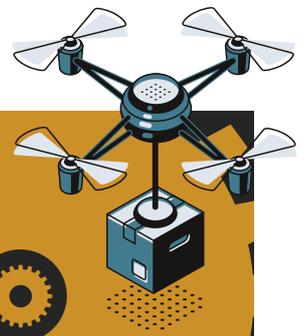
These have allowed us to hit the following milestones in the last year:

- ⚙ Over 30,000 deliveries
- ⚙ 83 countries involved
- ⚙ Transportation by land, sea and air
- ⚙ Shipments from 10 g to 20,000 kg
- ⚙ Over 30,000 m² warehouse space in 8 countries

These are just a few figures that highlight the importance of strong links for the international growth targets we have set in Ventós.

Our new facilities in New Jersey open the way for new investments in China, Mexico and Brazil, with the sole aim of being ever closer to our customers and providing a global and more bespoke service.





Over
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The Operations Department goal is for all of these links to work properly, seeking maximum efficiency at all times.

Transportation
by land, sea
and air

Shipments
from 10 g to
20,000 kg

Over 30,000
m2 warehouse
space in 8
countries

This smells of marketing

Silvia Ravetllat
CEO Ravetllat Aromatics, S.L

Marc Carbó
Marketing Ventós



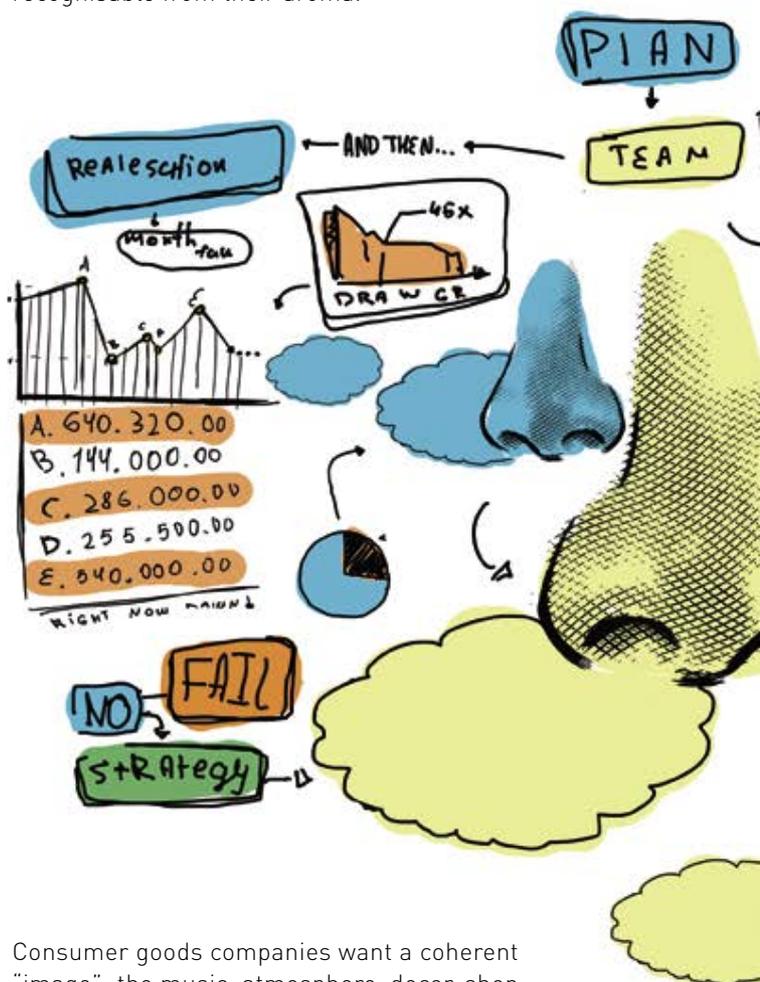
When we apply this to the field of smells, we have scent marketing. Increasingly, brands are creating a corporate scent to reach consumers' pituitaries and encourage them to identify it with their company.

The retail sector is a leader in this type of marketing. Shops want to be appealing and recognisable from their aroma.

Marketing plays an increasingly important role in companies. In the past only big firms invested in it, but fortunately this has changed in recent years.

One of the most common ways to understand marketing is through the four Ps: product, price, place, promotion.

Occasionally, the function of scent marketing goes beyond the relationship with the brand



Although some experts believe there are now more key concepts, we are going to focus on product and promotion to explore the topic that concerns us: sensory marketing.

Smell is one of the most primitive senses and the one that most triggers our subconscious. How many times has a smell taken you back to your school days or to summer holidays at the beach? How does smell influence our mood, receptiveness or attitude?

Naturally, all of this is applicable to marketing. We all know logos aim to strengthen a brand image and ensure that consumers will quickly link the symbol to the company, such as the bitten apple or the polo player.

Consumer goods companies want a coherent "image": the music, atmosphere, decor, shop assistants' outfits, smell and many other factors should all be aligned.

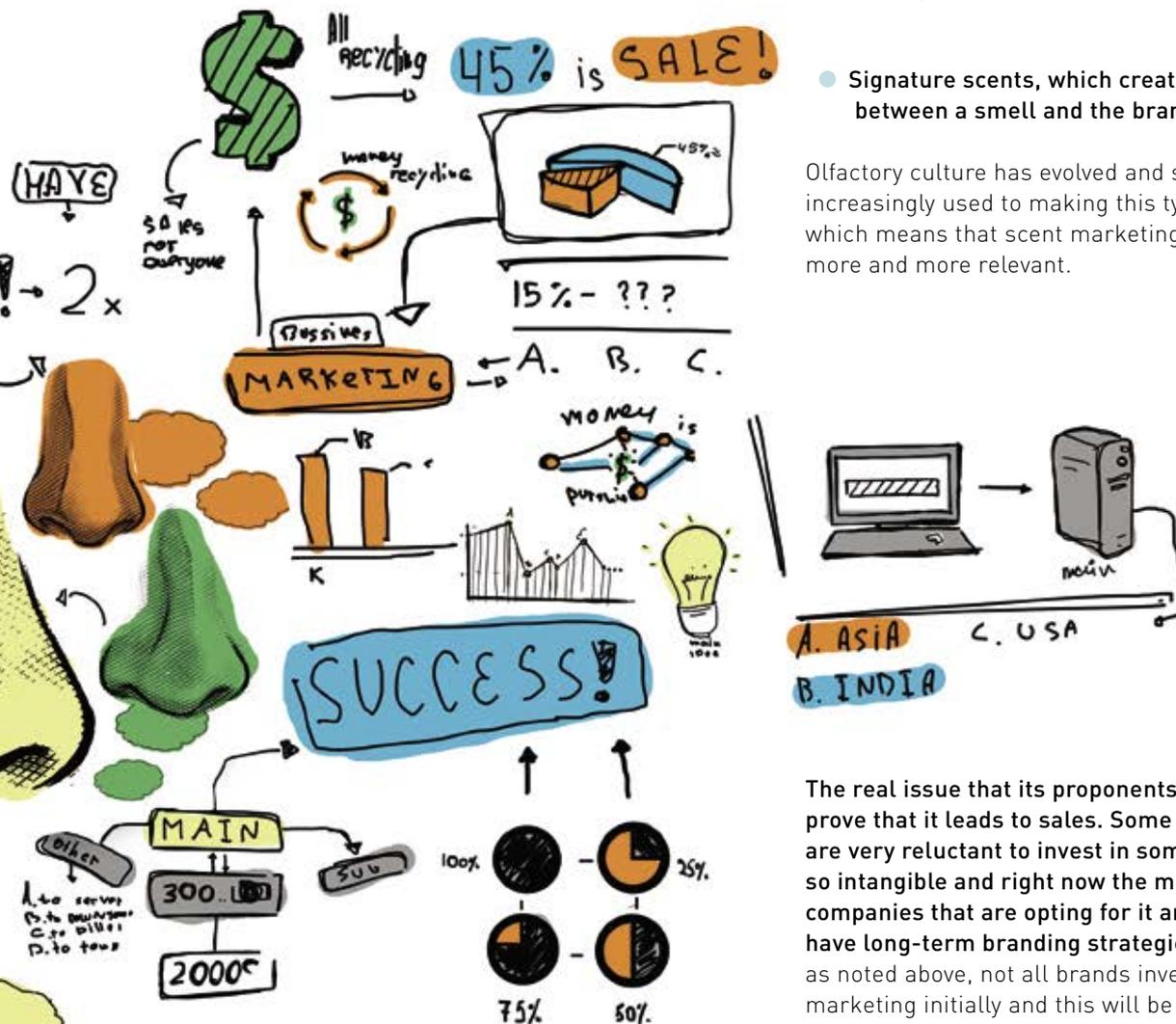
Many of you will be thinking about the smell in the shops of a well-known American brand where you are greeted by two guys without shirts, or the elegant line of the famous businessman Amancio Ortega.

Smell is one of the most primitive senses and the one that most triggers our subconscious

In scent marketing there are two types of smell:

- Associated scents, which are linked to the product on sale.
- Signature scents, which create a link between a smell and the brand.

Olfactory culture has evolved and society is increasingly used to making this type of link, which means that scent marketing is becoming more and more relevant.



Another sector coming into the world of scent marketing is hotels. Using clean and warm notes, they aim to “dress” their atmospheres to make them welcoming.

The real issue that its proponents face is to prove that it leads to sales. Some companies are very reluctant to invest in something so intangible and right now the mentioned companies that are opting for it are ones that have long-term branding strategies. However, as noted above, not all brands invested in marketing initially and this will be exactly the same with scents, which is where we must play a key role. Creating a link between a smell and a brand involves in-depth knowledge of fragrances and scenting techniques as well as how to reflect the brand, the values it wants to convey or the state of mind we want to bring about in the consumer. Scents are already a major part of sensory marketing.

We are ready. Are you?

WE ARE CREATING SOMETHING REALLY BIG

More than 100 years of history and friends all over the world, an international prestige built on professionalism and service. Now? Now we continue innovating. Ventós presents its new line of **BIONAT'S** products. Thanks to biotechnology we are creating natural molecules with a consistently high level of quality. With **BIONAT'S**, we expand our offer of homemade and totally environmentally friendly products.

bionat's



ventós
LEADERS IN ESSENCE