

# Aroma Chemicals Supply Update:

## The Perfect Storm

The market for Aroma Chemicals in the flavor and fragrance industry can only be described as unprecedented.

Consider these developments: the Chinese government has closed a number of manufacturing plants in an effort to address pollution control... a fire at BASF's plant in Ludwigshafen has shut down production, resulting in the company declaring force majeure...and Mother Nature continues to pound crops through storms and diseases. The result? Wide spread panic and rapidly increasing prices.

The challenges facing our industry will be felt for some time. Here's the good news: Citrus and Allied is here to help. We are in a unique position and will not be affected directly by the BASF fire. We fully expect to produce the high-quality esters from both Geraniol and Citronellol in 2018. Our supply partners have put a plan in place that will allow us to continue to supply materials for this product class.

C&A will be there to support our regular, long-standing customers with the highest quality products for as long as raw material supplies allow. Contact your C&A representative today and stay protected during this perfect storm.



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