



TSARA GROUP • İSTANBUL • MADAGASCAR

Vanilla Tsara

Madagascar Bourbon Vanilla

Direct from origin. Export-grade quality. Private-label ready.

B2B Buyer Deck · 2026 · v11 (aligned with Price List v13)

trade@tsara.care · WhatsApp +90 539 371 97 73 · vanilla.tsara.care



Buyers ready to skip the middlemen.

Food manufacturers

Ice cream, dairy, bakery-pastry, confectionery, biscuits
— reliable vanilla supply.

Distributors & private label

Foodservice wholesalers, pastry distributors, fine grocery
— beans, powder or extract under your brand.

Extractors & flavour houses

Grade B, TK, cuts in volume; spot lots or top-up capacity.

Liqueurs, syrups, chocolatiers

Maceration, infusion, ganache
— Grade A/B, cuts, caviar.

Need retail gift boxes? Ask for our Gourmet Retail Kit.

17 SKUs. Madagascar origin (+ Indonesia/Papua).



Gourmet beans

Grade A 20–25 / 17–20
· Grade B 17–20 / 14–17

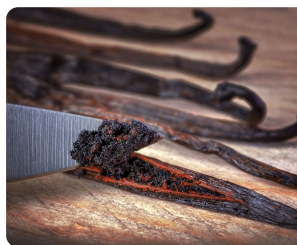
MOQ 10 kg · from €118/kg



Powders

Planifolia A · Pompona
· Tahitiensis · Tsy Taitry

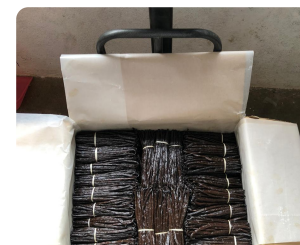
MOQ 5 kg · €126–147/kg



Caviar

100% seeds

MOQ 1 kg · €189/kg



TK · Red · Cuts

Extraction & infusion

MOQ 10–25 kg · €117–123/kg



Liquid extracts

Grade A / Grade B

MOQ 50 kg · €150–161/kg

Prices EUR/kg FOB origin — Price List 2026 v13 (public). Discounts: –3% from 50 kg · –5% from 100 kg · contract from 250 kg. HS 0905 10 00 (beans) · 0905 20 00 (powder).

SAVA region, Madagascar.

80 %

of the world's vanilla comes
from Madagascar

SAVA

Sambava · Antalaha ·
Vohémar · Andapa — partner
cooperatives

0

middlemen between farmer
and you

2 d

ship from stock · 5–10 d ex
Madagascar hub





Know what you are buying.

SPEC	GRADE A GOURMET	GRADE B (EXTRACTION)	POWDER	CAVIAR
Length	20–25 cm / 17–20 cm	17–20 cm / 14–17 cm	—	—
Moisture	25–30%	20–25%	< 8%	—
Vanillin	1.8–2.5%	1.4–2.0%	1.5–2.2%	—
Appearance	Oily, supple	Drier, firmer	Fine dark brown	Black seeds
Primary use	Gourmet / display / fine grocery	Extraction / industrial / maceration	Bakery / cosmetics	Ice cream / ganache
MOQ	10 kg	10 kg	5 kg	1 kg

COA (moisture + vanillin) with every lot · on request: pesticide residues (EU MRL, Reg. 396/2005), heavy metals (Reg. 2023/915), microbiology, aflatoxins · non-irradiated · no added vanillin.



From flower to FOB — five controlled steps.

01

Source

Direct from SAVA farmers and registered cooperatives.

02

Cure

Blanching, 3-month sweating, sun-drying, moisture-controlled.

03

Grade

Hand-sorted: length, moisture, flexibility, appearance.

04

Lab QC

Moisture, vanillin %, pesticides, heavy metals. COA issued.

05

Ship

Vacuum-sealed, express courier or Turkish Cargo airfreight → your airport.



Vacuum-sealed. Airfreight. EU-ready docs.

Packaging

Vacuum-sealed foil pouches
100 g / 500 g / 1 kg. Export
cartons, strapped, palletised
on request.

Freight

≤ 50 kg — DHL / FedEx / UPS
(3–5 days EU). > 50 kg —
Turkish Airlines Cargo
airfreight to arrival airport. No
sea freight.

Documentation

Commercial invoice · packing
list · certificate of origin · COA
· phytosanitary on request ·
EU analyses on request.
Madagascar origin → 0% EU
duty (EU-ESA EPA).

Incoterms

List prices FOB origin.
Delivered quote (courier
included / arrival airport) per
buyer, valid 14 days. **No DDP**
— import VAT and duties for
buyer's account.



The people who answer your email.

Kahraman

France Representative —
local contact for visits,
samples, follow-up.

Mr. Şahin

Founder & CEO — strategy,
origin relationships, product
quality. İstanbul.

Talat Bey

Co-Founder · Sourcing —
Madagascar operations, SAVA
cooperatives.

Ramazan Gümüş

Sales Director Europe — DE,
NL, BE, FR.

Back office İstanbul: trade@tsara.care · WhatsApp +90 539 371 97 73 · KiNDi AI 24/7 on vanilla.tsara.care · Americas: Max (M. Yaşaroğlu) · the group: tsara.care/ecosystem



Four reasons buyers choose us.

Direct

Zero-middleman sourcing
from SAVA cooperatives.

— Traceable to village

Documented

COA + origin + export docs
with every shipment.

— EU compliant

Sensible MOQ

From 1 kg (caviar) / 5 kg
(powder) / 10 kg (beans)
up to multi-hundred-kg
contracts.

— Start small, scale

Fast

Offer within 48 h. Stock:
ships in 2 days.
Madagascar hub: 5–10
days.

— No 6-week delays



How we trade.

Pricing

Public 2026 v13 list, EUR/kg FOB origin.
Delivered quote per buyer, valid 14 days.
Discounts -3% (50 kg) · -5% (100 kg) ·
contract (250 kg+).

Payment

T/T bank transfer: 50% with order + 50%
before shipment (or 100% upfront).

Quality claim

COA with every shipment. Claims within 7
days of arrival, photos + retained sample
required.

Samples

200 g = €50, credited on first order. Close-
up and cut-bean photos of your actual lot
before you commit.

Exclusivity

Country- or segment-level exclusivity from
250 kg annual commitment (written
contract).

Contracts

Spot orders or 12-month rolling frame
contracts with indexed pricing. NCNDA only
for 250 kg+ negotiations.



Three steps to your first order.

1

Tell us what you need

Product · volume · destination · payment.
One email or WhatsApp. We answer in 24 h.

2

Receive offer + COA

Delivered quote, spec sheet, sample option. Priced, dated, signable.

3

Sample or ship

200 g sample (credited) or straight to first order. T/T 50/50.

REQUEST COMMERCIAL OFFER

Let's talk vanilla.



EUROPE · FRANCE

Ramazan Gümüş — Sales Director
Europe

Kahraman — France Representative
via trade@tsara.care

AMERICAS · BACK OFFICE

Max (M. Yaşaroğlu) — Sales Director
Americas

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GROUP

TSARA Group — İstanbul, Türkiye
Direct SAVA sourcing, Madagascar
tsara.care/ecosystem

Origin · Quality · Discipline.

