

VanillaFamily

OUR STORY | PRODUCT CATALOGUE |
FUTURE-PROOF VANILLA



WE ARE THE VANILLA FAMILY



Founders

Bwambale William (left)
Flip Goosen (right)



How it all started

In 2024, The Vanilla Family was founded by Bwambale William and Flip Goosen. Flip is a photographer who has been traveling the world since the age of eighteen. During his travels through Uganda, he met William, and that is where this story began. William was born and raised in Kasese, Western Uganda, studied nature conservation, and works as a guide in the National Parks of Uganda.

With his salary, William began building a school in his region so that children there could gain access to free education. William's school became an important foundation for what would later grow into The Vanilla Family. Together with Falke, Noa, and the vanilla farmers, William and Flip joined forces. They realized that vanilla trade can make a direct and long-term positive contribution to the community. For this reason, William's school is one of the projects the Vanilla Family financially supports.

In this way, we achieve two goals at once: we are building a sustainable vanilla supply chain together with the farmers, while also supporting local education and nature conservation.

At the same time, our identity is also rooted in Amsterdam: a city known for its excellent restaurants, pâtisseries, and bakeries. We work closely with our clients and keep our contact personal. In practice, this means that chefs and bakers often simply send us a message, and we personally deliver the vanilla by bicycle. This keeps the supply chain as transparent and as short as possible, directly from the beautiful Ugandan vanilla fields to the kitchen.



**ETHICALLY
CRAFTED**

**HONESTLY
ROOTED**



OUR **MISSION** 2026

Our mission is to strengthen Ugandan farmers through direct sourcing, fair pricing, and sustainable partnerships, while providing B2B partners with consistently high-quality, sustainably grown vanilla at competitive prices.



DIRECT RELATIONSHIPS

A REALLY GOOD PRICE

Because we trade directly, we can offer competitive prices, without cutting corners on quality or farmer income. More value stays where it belongs: with the farmers who grow it and the chefs who use it.

NO FLAVOR CONGLOMERATES

We shift value back to the people who grow the vine, because we believe the vanilla trade should not be dominated by flavour conglomerates. We don't want detours through multiple countries or outsourced curing processes. That's why we build direct relationships with the farmer cooperative, bringing vanilla straight to your kitchen. Meanwhile, the farmers have built the curing infrastructure themselves. We share market knowledge directly with them, always taking into account the true costs of growing, curing, and storing vanilla.







**GENEROUS MOISTURE
CONTENT OF 30 TO 35%**

**VANILLIN CONTENT
1.7 AND ABOVE**

**RICH FLAVOUR PROFILE
WITH REFINED NUTTY
AND CAMELISED NOTES**

**FULL, SUPPLE,
AND INTENSELY
FLAVORFUL BEANS**

Thanks to the dedicated farmers we work with, we are able to deliver vanilla of the highest quality. Through their expertise and their careful hand selection of every bean, they create vanilla with exceptional quality, aroma, and character.

And thanks to Uganda's unique climate, there are two vanilla harvest seasons each year, allowing us to consistently bring the freshest beans to the Netherlands.

TOP 
QUALITY

ORDER QUANTITIES

Questions about our pricing?
We would be happy to hear from you.



100g

250g

500g

1kg

bulk



**MORE LOVE
FOR OUR
PLANET**

OUR IMPACT



SUSTAINABILITY

Vanilla doesn't have to come at a cost to the land, it thrives in harmony with nature, growing under the shade of trees in rich, living ecosystems.

In Uganda, where deforestation and soil degradation are growing challenges, we work closely with our partners cooperative to support sustainable farming practices and training that farmers apply directly in their daily work. With these responsible land practices the vanilla tree works well with the land and not against it.

FUTURE-PROOF VANILLA

Our love for the planet also reaches the next generation. Ten percent of our revenue goes to the Dreamers Legacy Care School. The school teaches children about nature conservation and sustainable farming alongside core subjects, because we believe the strongest thing you can give a community is the knowledge to shape its own future.





**Together we can grow stronger
and make a real difference.
Join the Vanilla Family.**

Please feel free to contact us.

**+31 6 12486754
INFO@THEVANILLAFAMILY.COM
@THEVANILLA.FAMILY**