

White Paper – Food Ingredients Europe (FIE)

A tasty liaison between nature and science creates sustainably good taste and nutrition for consumers

Symrise is presenting concepts for sustainably good taste and nutrition at Food Ingredients Europe (FIE) in Frankfurt. At the leading trade fair for food ingredients, the flavoring manufacturer is presenting its expertise in natural solutions for taste and nutrition as well as its vision of global trends in sustainability and naturalness to an audience of industry professionals. Symrise is taking its guests on a voyage of discovery in taste and nutrition and rounding out their visit at the origin of its raw materials with technological expertise and theoretical knowledge.

1. FIE – The World’s Leading Trade Fair for Food Ingredients

- International industry trends at a glance

For more than 30 years, Food Ingredients Europe (FIE) has been regarded as the global meeting place for food industry suppliers and has generated billions of euros in business. This year, the trade fair will take place in Germany – Europe’s largest market for food and beverages. Across 65,000 square meters of exhibition space, globally leading providers of food and beverages will meet with specialists in research and development as well as from the areas of production and marketing to offer a comprehensive view of their industry expertise from November 28-30, 2017.

Visitors can browse the wide spectrum of ingredients and services offered and learn about current trends within the industry – such as clean label, natural and functional ingredients as well as reduced salt, fat and sugar. The date for this year’s fair seems to be especially well-received. The organizers expect more than 1,500 exhibitors and around 25,000 visitors from more than 125 countries – a new record for the trade fair.

2. Symrise Bringing Many Highlights to FIE:

- “Best of Nature. Best of Science. Best for You.”

The industry’s leading trade fair in Frankfurt (FIE) is an integral part of this year’s calendar for Symrise – one of the world’s leading suppliers of fragrances and flavorings. Under the motto “Best of Nature. Best of Science. Best for You,” the company is presenting its expertise in processing natural raw materials and creating tasty solutions for conscious nutrition in Frankfurt. At the same time, it is presenting itself as an important player in the industry with its concepts for sustainability and natural products. In addition, the Holzminden-based company hopes to win over visitors to the fair with presentations given by its experts and appetizers from its own production.

For the first time, the Symrise Flavor segment is exhibiting together with the Diana Food division, which focuses on the development of sensory and functional solutions for food, to offer its customers a broad spectrum of expertise at FIE 2017.

- Presentations by leading experts

Under the motto “Thought Leadership,” Symrise is providing industry experts with the latest insights about sustainable production and its legal context via four presentations.

Hamish Taylor, Project Manager Sustainability at Symrise, is examining the sustainable cultivation of lemons. The case study addresses strategies for fostering biodiversity and guaranteeing reliable, sustainable income for growers through a local network of farmers, cooperatives and universities.

Date: November 30, 11 a.m. to 1:30 p.m.

Rob Evans, Research and Development Director for Diana Food, explains how sustainability can be assured across the entire value chain – from producer to consumer. Using the example of red beets, he examines factors such as variety selection and procurement as well as the processing of raw materials.

Date: November 30, 11:30 a.m. to 12:00 a.m.

The growing demand for "real food" made only with best natural ingredients, carefully sourced and prepared make Transparency and Clean Label key in consumer purchasing decisions. Frank Hoeving, Vice President Category Culinary EAME at Symrise gives an overview how to answer the requirements of consumer preferred labeling. He will focus on specific technology know-how and backwards integrated raw materials as well as the support in declaration options.

Date: November 29, 4:15 p.m. to 4:45 p.m.

The strong demand for natural foods has spread to the emerging markets. These countries are increasingly formulating their own laws about flavoring substances and food safety while re-examining existing regulations. Ute Woelke, Vice President for Strategic Regulatory Affairs at Symrise, explains the legal and technical production challenges that can result from these developments in an international business context and how these challenges can be successfully met.

Date: November 28, 4:00 p.m. to 4:30 p.m.

- Virtual voyage into the world of flavors

At the Symrise booth, visitors can gain theoretical and practical insight on how the company creates the flavor of the future from flavorful red beets, bergamot, vanilla, onions and bananas. At its the Experience Center, the company uses real examples to demonstrate what it has felt so strongly about for decades: the careful selection and responsible sourcing of natural raw materials as well as the careful processing of these materials with the help of cutting-edge technologies for extracting, distilling and separating. In this way, the company draws out the full flavor and nutritional potential of these natural ingredients and creates authentic tastes for popular food and beverage concepts.

Customers and business partners can experience these concepts for themselves on a virtual voyage into the world of flavors. The voyage begins in the fields where the raw materials grow and continues by providing insight into modern extraction and production processes as well as customer preferences. It reaches a flavorful climax with the tasting of food and beverage solutions from Symrise. At its "trendy eatery," exhibition visitors can sample delicious snacks, beverages and desserts. Along with healthy smoothies, exquisite veggie snacks

and hearty craft burgers, the samples allow visitors to experience just how delightful Symrise's natural and sustainable products are.

- Discover the taste of the future with Symrise

Spices, fruits, roots, seeds, bark, herbs, flowers and nuts: Natural flavors and sustainable foods are growing in popularity around the world. More than ever, consumers are demanding healthy, environmentally friendly and ethical foods. At FIE, Symrise is presenting its entire expertise in the areas of sustainability and naturalness. Symrise's market experts recognized these trends early on and examined them in a multi-country study that was prepared from the perspective of consumers and industry experts while also considering technological requirements.

Given the global trend toward naturalness and sustainability, Symrise is expanding its competence in naturalness. The company is working on a strategic platform that includes both, its decades-long experience and in-depth knowledge about processing botanical raw materials and also results from current research studies.

"We can say with precision how a certain food should taste and which additional characteristics will boost the impression of naturalness. This allows us to more targetedly meet consumer wishes and implement them in successful beverage concepts," says Ute Woelke, Vice President for Strategic Regulatory Affairs at Symrise.

- Premiere: Symrise uses a drone to shoot a VR-film about onions

During the trade fair, Symrise is using new media to present its visitors with a real virtual experience of its sustainable onion approach from the field to the fork – starting at the farmer's field, continuing with the extraction of aromatic oils, and ending on consumer's plates. The film thus showcases a star in savory cooking: onions. They contribute as a basic material or flavor carrier to 95 % of all dried soups, sauces, readymade meals and preparations of meat or fish. "Onions are an essential ingredient for foods and dishes across the globe – whether in Europe, Asia, or America. Symrise possesses unique capabilities to give savory foods and snacks around the world their optimal taste," says Dr. Alexander Lichter, Sales Director Flavor EAME at Symrise.

Symrise used a drone to film from the air and produce a virtual reality film depicting an onion's journey – from the field to a flavor. Viewers witness how tons of golden bulbs are harvested, checked for quality, processed and finally extracted. An experienced cook tests whether the flavors Symrise has created from diverse natural raw materials, such as onion juice concentrate and essential onion oils, produce the desired flavor experience.

- Trade fair information:

Food Ingredients Europe (FIE)

Messe Frankfurt Exhibition GmbH, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main

Opening hours:

Tuesday, November 28, 10 a.m. to 6 p.m.

Wednesday, November 29, 10 a.m. to 6 p.m.

Thursday, November 30, 10 a.m. to 4:30 p.m.

Further information can be obtained directly from Symrise (at booth 08.0A71) and at fie2017.symrise.com

3. About Symrise Flavor and Diana Food

- Symrise Flavor

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

The Flavor segment includes the Flavor division along with its business units Beverages, Savory and Sweet. Its sales of more than €2.9 billion in the 2016 fiscal year make Symrise a leading global provider in the flavors and fragrances market. Headquartered in Holzminden, Germany, the Group is represented by more than 90 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success

and corporate responsibility are inextricably linked as part of this process.
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www.symrise.com

- Diana Food

Diana Food develops sensory and functional solutions for food and thereby creates notable added value in the market for its end products.

Diana Food processes fruits, vegetables, meat and fish or seafood into concentrates, powders, flakes and granules. These forms enhance the sensory quality – taste, color, texture and appearance – as well as the nutritional-physiological benefit of foods, including their functionality and shelf life. In addition, Diana Food produces ready-made sauces that range from traditional to exotic for sweet and savory applications.

Diana Food owes its unique market position to its comprehensive expertise in the biosciences as well as its high level of competence in processing a variety of raw materials – from vegetables to meat. For everything it makes, Diana Food always guarantees the traceability and safety of its products.

www.diana-food.com