

Press Release

Holzminden, November 1, 2017

Experience the Best Taste from Nature and Science at the “Food Ingredients Europe”

- Symrise Experience Center brings the cultivation of flavoring raw materials to life
 - From nature to the table – exploring processes and consumer wishes
 - Experience immersive culinary samples of multifaceted taste concepts
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Visitors to the “Food Ingredients Europe” (FIE) trade fair in Frankfurt from November 28-30, 2017, will be able to experience something special: At its booth in Hall 8 of the world’s leading trade fair for food ingredients, Symrise will take visitors on an interactive journey into the world of taste under the motto **“Best of Nature. Best of Science. Best for You!”** The excursion begins out on the field with the raw materials. It then takes visitors into development, covering modern extraction and production techniques, and delves into the vast range of consumer wishes. The journey comes to a flavorful conclusion with trendy taste and product concepts from Symrise.

Banana, vanilla, onion – these raw materials belong to the key ingredients for culinary flavors. Symrise knows each of them well as its flavor experts’ work involves all facets of these ingredients. Variety selection, optimized cultivation, careful processing and utilizing every component of a given raw material are all part of the Holzminden-based company’s daily routine. The company will be offering a tasty sample of its expertise **at the FIE in Hall 8: At booths A.69 and A.79**, visitors will be able to experience for themselves how Symrise implements the backward integration of important key raw materials. They will also learn how the company pairs its extensive consumer knowledge with modern processes that extract the full flavor of natural ingredients to create trendy food and beverage concepts.

Time for Promising Concepts

“In the Experience Center, we will show how we source our raw materials responsibly across the entire value chain,” says Dr. Alexander Lichter, Sales Director Flavor EAME at Symrise. “We supplement this with our technological expertise and precise knowledge of consumer wishes. This means our raw materials develop their full taste and special character in popular foods and beverages. In this way, we combine the best of our DIANA and FLAVOR divisions for delicious experiences directly from nature – experiences that we are happy to share with our customers, which is why we are inviting them to visit us at the FIE in Frankfurt.”

100 Percent Nature for 100 Percent Enjoyment

At the end of the journey, Symrise will invite visitors to its “trendy eatery”: Customers and business partners can sample various product concepts – including snacks, culinary delights, drinks and desserts. These combine new and proven ideas in creative and delicious ways. Visitors can try for themselves how tasty these are: Fruity smoothies, smooth dairy dishes and delicacies from the veggie world will delight the Symrise guests, as will hearty burgers, a savory onion soup and refreshing drinks. And there’s even a colorful lollipop included for the sweet teeth among them. This allows guests to experience for themselves how tomorrow’s flavors evolve today from flavorful beetroot, bergamot and cranberries. “Today, eating means much more than simply consuming food – it is supposed to be fun, to

please the palate and offer a lasting experience. Which is why the focus is definitely on enjoyable quality,” adds Alexander Lichter. “We rely on comprehensive concepts that combine scientific and culinary expertise in natural and responsible products.”

Further information and an appointment to visit can be obtained directly through Symrise and via its platform fie2017.symrise.com

About Symrise

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.

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. Symrise – always inspiring more ...

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