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The new generation of multiconcentrated citrus oils from the Symrise Global Citrus Center

Symrise introduces a new manufacturing process to improve the quality of its citrus oils. This next generation of multiconcentrated oils developed at the Global Citrus Center in Sorocaba, Brazil offers both a more authentic overall character as well as flavor effects that are fruitier and juicier – another milestone in the continued expansion of Symrise citrus expertise.

Symrise, the world's fourth largest manufacturer of fragrances and flavorings, is offering a new generation of multiconcentrated citrus oils (MC Oils) as a result of the innovation efforts coordinated under the NATURALLY CITRUS![®] brand. The most important advances in Symrise MC Oils include: superior stability performance, excellent solubility and optimized sensory characteristics, which produces a more authentic freshly squeezed flavor profile based on a very cost efficient and environmental friendly process.

Features of the new product line include the following novel citrus specialities:

- A concentrated Argentine lemon oil that produces a pungent fruit sensation reminiscent of freshly grated lemon
- A Brazilian orange oil that reveals the full juiciness of an orange
- A Peruvian lime oil perfect for compositions with particularly sweet cola notes

The product characteristics of the new generation of MC Oils are perfectly in line with the megatrend towards naturalness and consumer demands for authentic and fresh

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taste. As such, these MC Oils can be used in a wider variety of new applications that meet industry's specific demands.

Thanks to their outstanding solubility, MC Oils can be added to a wide variety of clear beverages as flavorings – they also work very well in dairy products, sweets and other foods. Symrise obtains, among other oils, Brazilian orange oil, Argentine and Italian lemon oils, Mexican and Peruvian lime oils, and processes these into MC Oils at its Sorocaba and Holzminden (Germany) plants.

The improvements are due to a new, highly effective manufacturing process. This new process ensures not only a higher quality product – it also represents a more sustainable production method that uses extraction media obtained from renewable sources.

During the extraction process, terpenes naturally found in the starting oil are separated from the fruity and aromatic citrus components. Traditionally, separation is frequently performed by distillation, a process that, unlike the production of MC Oils, requires heat: the Symrise process, however, makes use of differences in solubility to separate terpenes from those citrus components that are relevant to the flavor of the oil. This mild process guarantees a more authentic fruity flavor and, at the same time, it also retains the delicate nuances of the starting raw material.

“Symrise is one of the world’s leading producers of natural citrus flavorings,” says Erlon Pereira, Global Director of Citrus Business Development at Symrise. “Last year we opened the Global Citrus Center in Sorocaba, which gave us a strategic edge in comparison with our competitors, as we are based in Latin America, the world’s most important citrus growing area. We’re using research and innovation to continuously drive the development of our portfolio of citrus materials – a vision reflected in our NATURALLY CITRUS!® brand. The new process allows us to offer our clients the best citrus flavorings possible with excellent cost-in-use efficiency.”

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About Symrise

Symrise is a global supplier of fragrances, flavorings and raw materials as well as active ingredients for the perfume, cosmetics and food industry.

Its sales of € 1.32 billion in 2008 place the Company among the top four in the international flavor and fragrance market. Headquartered in Holzminden, Germany, Symrise is represented in more than 35 countries in Europe, Asia, the United States and South America.

Used by manufacturers of perfumes, cosmetics and foods, our innovative products are an inseparable part of daily life. At Symrise we combine an awareness of consumer trends with cutting-edge technologies, focusing on developing innovative fashion and lifestyle products that have additional practical value for the consumer. Symrise – always inspiring more...

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