


always
inspiring more...

symrise 

#FOOD FOR FUTURE



GREAT TASTE.
EVERY DIET.
YOUR PROTEIN –
PROUDLY GREEN!

#FOOD FOR
FUTURE

Plant-based alternatives are conquering the market

Consumers are looking with increasing delight for food and beverages featuring alternative proteins. Hence, they are increasingly choosing alternatives to meat and dairy products – out of conviction or for health reasons, and particularly to benefit the environment and be able to feed the world's population responsibly in 2050 and beyond.

Symrise understands what flexitarians, vegetarians, vegans and even meat lovers like. Their taste solutions for products with alternative proteins are based on this knowledge and use the best of nature and science.

Food made of plant-based protein should taste delicious and juicy, benefit the environment and one's own sense of

well-being. They contain peas, lentils and other plant-based ingredients readily available in many supermarkets. Their fan base is growing fast because of the taste evolution in the past years.

As a result, these products have left their niche, and have been embraced by various consumer groups around the world. Studies show it clearly: 39% of consumers across Europe opt for plant-based products. They are asking for these alternatives because they want to benefit the climate and their health and well-being. And they can contribute to it by eating plant-based proteins more often.

The number of people around the world who have completely switched to plant-based alternatives for sustainability reasons grew by 44% between 2014 and 2017. So, how did this trend begin? Consumers have been concerned with the climate and what they can do to protect it since the 1980s. They know about the effect that animal farming has on the

planet's climate. Here, they can make a change that really has an impact. 29% of Germans eat less meat to help the environment and the climate, and 41% of UK processed meat consumers agree to limit the amount of processed meat they consume simply because they want to increase their sense of well-being.

This raises the question: How can we enrich and expand our diet in the long run with tasty options? What should foods offer – from texture to taste – so that they go into consumers' shopping carts time and again?

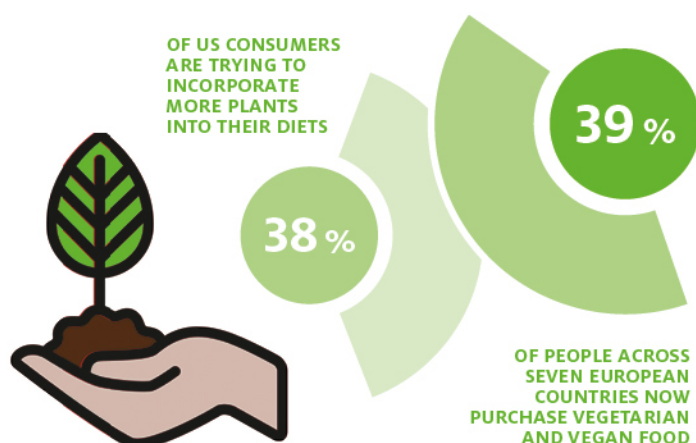
We need unique taste experiences. Through these, plant-based products get their very own authenticity. For Symrise, the focus lies clearly on the taste. Using their in-depth know-how, the experts create products that provide what consumers want.

35%
PROTEIN
CONTENT

41%
NATURAL
INGREDIENTS

68%
TASTE

**CONSUMERS
CONSIDER AS THE MOST
IMPORTANT THING**



Taste in balance – Truly delightful plant-based proteins

To create tasty products using alternative proteins it takes a thorough understanding of consumer wishes and their varied dietary habits – whether vegan, flexitarian or authentic meat lovers.

Symrise chose 18 representative communities out of more than 300 and analyzed more than 1,400 posts in markets such as the USA, Germany and UK to understand motivations as well as taste preferences.

Symrise provides its customers with these valuable insights and closely analyzes consumer and taste preferences for new products. This way, food manufacturers get both the knowledge of consumer preferences as well as the right taste for the perfect taste solution. In other words:

Symrise provides consumer-driven innovation for plant-based enjoyment – without having to compromise on taste.

Very often, people try a vegan burger or plant-based sausage out of pure curiosity. After that initial test, it all depends on the taste. Will this first curious bite lead to eating the food again? If the taste pleases the palate, then consumers are very likely to eat that product again. Food researchers from Mintel confirmed this; 68% opt to try a product again because of the taste. Close behind, at 41%, comes naturalness.

Consumers refuse to compromise. They consider natural, healthy and tasty ingredients a must. If those plant-based ingredients are top-notch across the board and are absolutely delicious they regard them as the icing on the cake. The mission is clear: proudly green = healthy, sustainable and authentic.

For this reason, Symrise has developed solutions for consumers to discover and develop their love of plant-based foods. These “green” varieties need their own

“special something” that sets them apart. Tailored taste solutions for alternative proteins will make a valuable contribution. They are able to balance out “alien” notes and make plant-based products taste juicy. Symrise uses the best natural raw materials from sustainable sources and relies on pure, natural ingredients from its codeofnature® portfolio to achieve culinary rounded products that consumers love.

In-depth knowledge and technological expertise support in mastering this challenging task. They enable gentle preparation processes that fully develop the authentic taste of nature – making Symrise so special for customers and consumers.

“ The mission is clear: proudly green = healthy, sustainable and authentic! ”

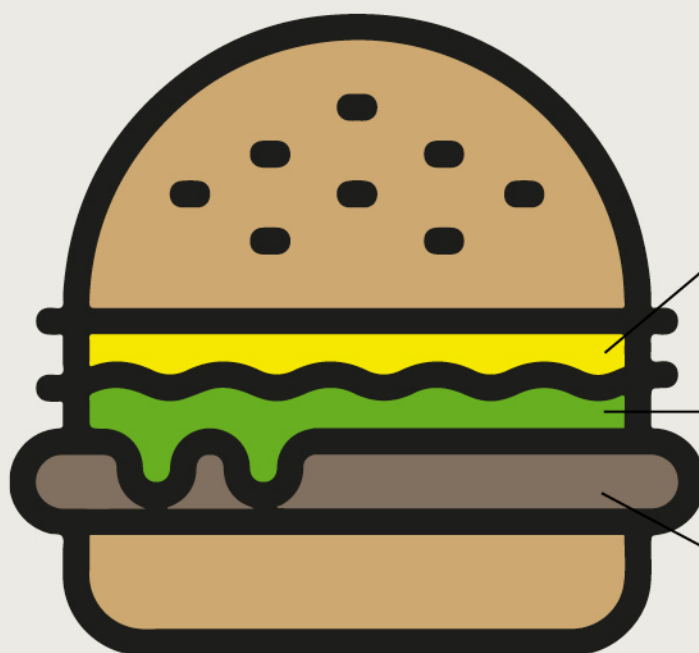
Symrise capabilities

Integrated taste solution...

...based on consumer insights & protein know-how development of the right **flavor combination** with required declaration for **consumer preferred** concept solutions.

Holistic **protein & base understanding** ensure the right development of taste & functional solutions.

- ✓ all natural
- ✓ all vegan



Top Note

Giving the specific taste profile

Enrichment

Rich ingredients and body-giving components to give the preferred taste identity

Symlife®

Dual protein optimizer to balance taste

From flexitarians to vegans

The target group of purchasers of plant-based products is looking quite heterogeneous. On the one hand, it contains “newbies” to the vegan and vegetarian lifestyle. They are hoping that the alternative product will make the shift easier. The plant-based version should taste just like ground meat, gyros or chicken nuggets.

On the other hand, a growing number of flexitarians, who eat plant-based as well as animal proteins, is looking to add a tasty new element to their diets. When they buy meat, they make sure it comes from ethical production whenever possible. At the same time, they are concerned about the well-being of the animals, the climate and the environment. For this reason, they like to also eat plant-based products. In either case, they very much value the unique taste of both options, and the variety in the culinary experience. They all – newbie veggies, flexitarians, vegetarians and vegans – consider their

choice a matter of taste. Producers of alternative proteins need to impress these target groups accordingly. Symrise can help and offers the entire spectrum of taste solutions. The company offers smoky-meaty notes as well as concepts with the fresh taste of mint and spinach, and an entirely new Thai range.



#FOODFORFUTURE

Symrise as a partner for sustainable food systems and as a taste expert



Best raw materials with the security of supply, thanks to its backward integration



In-depth understanding of consumer preferences



Consulting on regulatory matters



Integrated taste solutions for products based on alternative proteins



Comprehensive protein expertise – sensoric and technical know-how



Long tradition in research and development

Symrise combines the best of nature with the best of science for customers and consumers.

Let's enrich your plant-based protein palette together!