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inspiring more...

symrise 

#FOODFORFUTURE

GREAT TASTES
FOR EVERY DIET
MAKING PROTEIN
PLANT-BASED



#FOOD FOR FUTURE



Plant-based alternatives are conquering the market

Consumers are showing increasing enthusiasm for food and beverages featuring alternative proteins. Changing attitudes towards meat and dairy products are driven by conviction, health reasons and a desire to benefit the environment and feed the world's population responsibly.

Whether flexitarians, vegetarians, vegans or even meat lovers, consumers are looking for tasty, textured and enticing products based on alternative proteins. At Symrise, we create taste solutions that deliver in all of these areas by combining the best of nature and science with a deep understanding of consumer tastes.

Plant-based products contain familiar ingredients such as peas and lentils, and

their fan base is growing as fast as tastes are evolving. The most appealing foods made with plant-based protein taste delicious, have a juicy texture and benefit both the environment and one's own sense of well-being.

39% of consumers across Europe opt for plant-based products, and choose these alternatives more often because they want to benefit the climate as well as their health and well-being

Product color and appearance play a key role in consumer appeal along with juiciness, richness and great taste. Natural solutions also possess the capability to mask unwanted protein off-notes. As a result, customers are served with food that combines the "best of both worlds": great taste combined with natural visual appeal.

Plant-based products are no longer niche, but are being embraced by various international consumer groups.

Next to the largest market segment of so-called 'Flexitarians' vegetarian and vegan consumer groups are also growing. Their total number has increased by more than 50% from 2014 to 2020. The total number of vegan and vegetarian consumers worldwide is currently estimated at over 1 billion.

So how can we enrich the longer-term diet of all of these consumer groups with tasty options? What should foods offer – from appearance to taste – so that they go into consumers' shopping carts time and again?

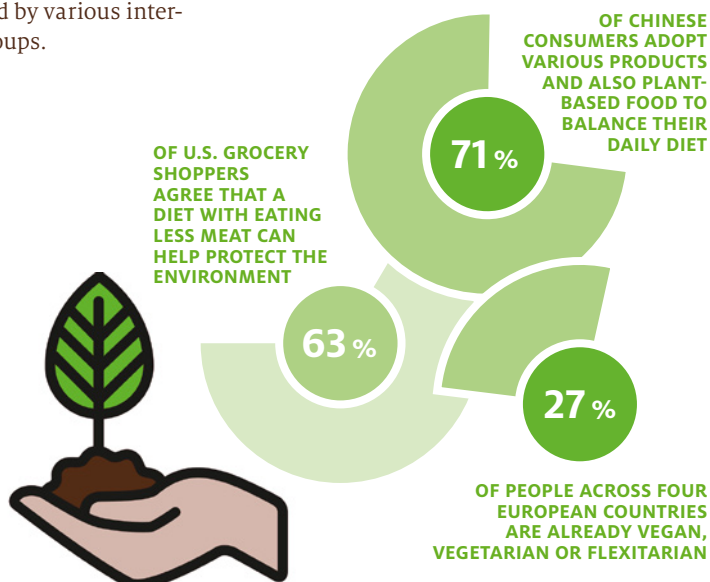
The focus clearly lies on taste and appetizing visual product appeal. This is why our experts use their in-depth know-how to create plant-based products that provide what consumers want – unique and authentic taste experiences.

35%
PROTEIN
CONTENT

41%
NATURAL
INGREDIENTS

68%
TASTE

**WHAT CONSUMERS
CONSIDER TO BE MOST
IMPORTANT**



Balanced taste – truly delightful plant-based proteins

Creating tasty products using alternative proteins takes a thorough understanding of the complex dietary habits and consumer desires of vegans, vegetarians, flexitarians and authentic meat lovers.

Research is key in providing the food industry with valuable consumer insights and taste preferences for new products. By understanding what makes the perfect taste solution, we can work together to develop consumer-driven innovations in plant-based enjoyment, without any compromise on taste.

Analysis of more than 1,400 posts from 18 representative communities in markets such as the USA, Germany and UK clearly shows that consumers refuse to compromise.

They consider natural, healthy and tasty ingredients a must, and if these are plant-based and delicious across the board then this is the icing on the cake.

Many people try a vegan burger or plant-based sausage out of curiosity. But will this first experimental bite entice them to eat the food again? According to food researchers at Mintel, 68% of consumers will try a product again because of the taste, and 41% because of naturalness.

“**The mission is clear: Healthy, sustainable and authentic plant based culinary alternatives**”

At Symrise, our response is to develop tailored taste solutions that help consumers discover and develop a love of vegetarian culinary alternatives foods – “green” varieties with a “special something” that sets them apart.

We use the best natural raw materials from sustainable sources and pure, natural ingredients from our code of nature® portfolio to achieve rounded culinary products that consumers love.

Gentle preparation processes fully develop the authentic taste of nature. They draw on our in-depth knowledge and technological expertise to help us to meet the challenge and be an expert partner for customers and consumers.

We deliver the perfect combination of taste, juiciness and visual appeal

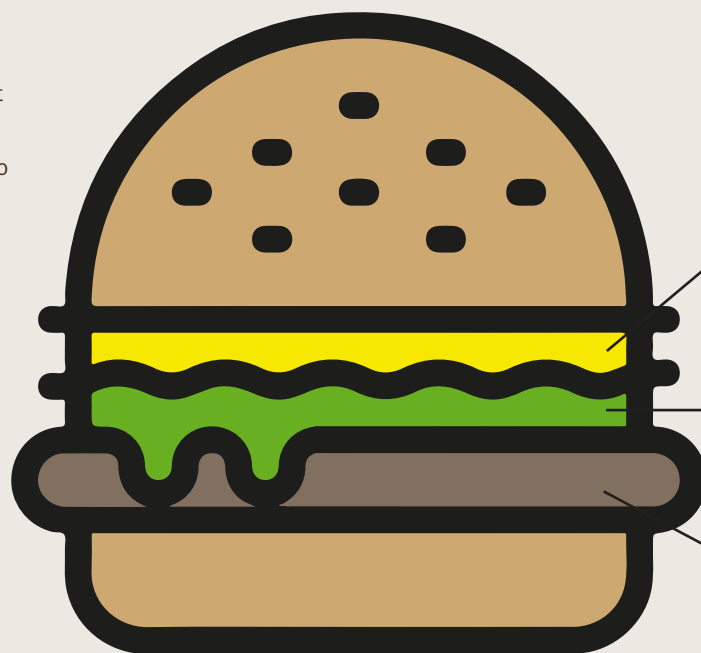
The Symrise partnership and ecosystem enables the creation of agile and flexible solutions based on creating natural flavors with authentic culinary and dairy notes.

Symrise capabilities

Our integrated taste solutions are based on:

- Extensive consumer and market understanding
- Deep rooted technical acumen to understand plant protein bases
- Developing winning taste solutions with required declarations for relevant applications
- Combining the best of nature with the best of science
- In-depth knowledge of natural key raw materials and processing
- Creating signature profiles for impactful taste

- ✓ all natural
- ✓ all vegan



Typification

Complete the flavor profile with a specific culinary taste direction

Enrichment

Add richness, juiciness and a base note to the body of the flavor profile. Enhance visual appeal

Masking

Mask off notes with unique tools such as symlife® dual protein optimizer

Customized solutions combine clean and clear labeling with taste, appearance and juiciness with to create the perfect offering for our customers.

Broad consumer appeal – from flexitarians to vegans

Purchasers of plant-based products form a heterogeneous target group. They include “newbies” to the vegan and vegetarian lifestyle who are hoping that change will be made easier with alternative plant-based

products that taste just like ground meat, gyros or chicken nuggets.

Also, a growing number of flexitarians, those who eat plant-based as well as animal proteins, are looking to add a tasty new element to their diets. They choose meat from ethical production whenever possible, but also like to also eat plant-based products because of their concerns about animals, the climate and the environment.

Whether newbie veggies, flexitarians, vegetarians or vegans, consumers consider their choice a matter of taste, as well as

culinary variety, and producers of alternative proteins need to impress these target groups.

We provide integrated solutions for taste, juiciness and visual appeal for plant based protein products across the entire spectrum of taste solutions, from smoky-meaty notes to an entirely new Thai range with the fresh taste of mint and spinach.

By combining proprietary technologies with the best of nature, we are also able to underline our responsibility as a partner for a sustainable food system.



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This comprehensive approach is based on peerless understanding and advice in key areas including:



Best raw materials and backwards integration for security of supply



In-depth understanding of consumer preferences



Consulting on regulatory matters



Integrated taste solutions for products based on alternative proteins



Comprehensive protein expertise – sensory and technical know-how



A 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!