

Press release

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Presenting **symlife[®]** taste balancing solutions that bring great taste to good-for-you products

- Bridging the taste gap between a healthy diet and consumer preferences
- Balancing the overall taste perception of products with reduced sugar, salt and fat
- Taking a holistic approach with strong emphasis on natural solutions

Symrise presents its **symlife[®] platform, the umbrella for its taste balancing solutions that help to create good-for-you products with great taste. These tailored solutions fit the specific needs of food and beverage manufacturers, enabling **symlife[®]** to help create new and reformulated products that consumers love.**

Consumers consider taste as a key reason for choosing certain foods or beverages. At the same time, health has also become a top priority. Consumers, retailers and regulators have grown increasingly aware of the detrimental effects of high sugar, sodium, and fat intake. When manufacturers reduce these ingredients in their products they can also achieve clean, authentic taste that make them unique and appealing with the help of **symlife[®]** solutions.

symlife[®] – closing the taste gap

By carefully optimizing a product's overall flavor profile **symlife[®]** helps manufacturers close the taste gap of products with reduced sugar, salt and fat content. Moreover, the **symlife[®]** portfolio can help masking undesirable notes like bitterness or astringency while improving mouth feel, juiciness and fruitiness, building umami or adding further sensations.

Meeting the taste expectations of consumers can pose certain challenges. Taste perception involves a complex process with multisensory interactions. Any change in the food or beverage matrix can result in a taste gap that will affect consumer appeal. The multi-faceted **symlife[®]**'s toolbox can close this gap.

“Achieving great overall taste in sugar-reduced food and beverages can be complex. Our expertise in natural taste balancing helps manufacturers to develop low sugar and low calorie products that combine health benefits with great taste. This achieves the elusive goal of making highly appealing tastes part of a healthy, sustainable diet” explains Leif Jago, Global Marketer at Symrise.

Making the difference with a holistic, natural approach

The **symlife[®]** platform of Symrise represents a holistic, natural approach to taste balancing. It draws on in-house selection, breeding and cultivation to identify part of the natural taste balancing raw materials. It also uses AI to decode ancient Chinese recipes, for example. It supports the circular economy by developing natural taste balancing materials from side streams, and investing in backwards integration and cultivation.

“**symlife[®]** brings a holistic approach to taste balancing. With this approach, it draws on our unique expertise, extensive research in consumer and sensory perception and a deep understanding of natural sweetness”, adds Leif Jago.

Broader support that drives unique solutions

symlife[®] builds on the extensive portfolio of Symrise and its dedication to quality and innovation by forming close, ongoing collaborations with academia, research institutes and technology networks. It also provides manufacturers with invaluable assistance and expertise in navigating the complex regulatory landscape and compliance with ever-changing global regulations.

“We believe in working with our customers as a trustworthy and forward-thinking partner with a broad, superior natural portfolio providing cost-effective, sensorial proven and customizable taste balancing flavor solutions. We also offer added value services such as technical and regulatory consultancy that enable successful formulation and re-formulation of great tasting sugar-reduced food and beverages”, concludes Jago.

Towards a future where tasty can mean good-for-you too

To date, developing products that combine taste and health benefits - with particular emphasis on replacing sugar - has proved a highly elusive goal. Effective balancing requires the complex and comprehensive approach that symlife[®] offers.

symlife[®] taste solutions consider the entire taste dynamics of a product and balance its overall profile according to the product's specific needs. This enables manufacturers to react with agility to trends and take significant steps towards attracting consumers with stand-out products that address health benefits, and also continue to satisfy or exceed their complex and discerning taste expectations.

About Symrise:

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.5 billion in the 2020 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 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 integral 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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