

Press Release

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Symrise business unit Diana Pet Food extends its palatability measurement capabilities in North America

- Opening of pet food measurement center in US
- Offers additional services in the immediate proximity to customers
- Addressing the evolving wishes of pet parents on the North American continent

The Symrise business unit Diana Pet Food extends the capabilities of its measurement center, Panelis, in North America. The addition of a building and two extra cat panels will allow the company to provide additional services and methodologies to meet regional customers' needs.

The Symrise business unit Diana Pet Food is expanding its palatability measurement services for cat food in North America within their expert measurement center, Panelis. Panelis currently offers Versus and Kinetics testing methodologies for dry cat food, as well as monadic tests for cat treats. Following market trends and customer expectations, the company decided to build two additional cat panels of 40 cats each. One of the panels, dedicated to dry food and treats, will qualify for Liking tests on top of Versus tests for kibbles, allowing to focus on the animals' preference and also on enjoyment during mealtime. The other panel will dedicate itself to wet food palatability testing.

The design of the additional building, completed in early June 2021, provides an optimal environment to ensure best-in-class cat's well-being while using innovative techniques for pet food performance measurement. The new panel members, a mix of kittens adopted from the local humane society and pure breed cats, are now discovering their new home. The pets are currently going through their qualification phase which forms the last step before these kittens become official Panelis tasters.

About Diana Pet Food and Panelis

Diana Pet Food is the global leader and pioneer of high value solutions improving pets' well-being and owners' satisfaction. The entity provides multiple products and services improving pet food palatability, pet health, and pet food protection. Diana Pet Food is present on five continents with 1.090 employees, 18 industrial sites, 18 sales offices and 4 expert measurement centers with over 1.000 cats and dogs. With Panelis, the company provides its clients with studies on cats and dogs' feeding behaviors and preferences. Panelis also delivers insights about owners' perception of their pets' feeding experience.

Scientific excellence and a strong sense of ethics are two of Panelis's undisputable assets. The center's teams ensure that all studies are reliable and objective, being based on repeatable and controlled testing methodologies. Pet-friendly and quality driven, Panelis has conceived protocols that respect product characteristics and the natural and specific feeding rhythms of cats and dogs. Pets are carefully chosen and gently trained to become tasting experts. Since accurate answers can only be obtained from healthy, happy, and stress-free pets, Panelis has created the most pet-friendly environment for all its little furry gourmets!

Diana Pet Food is part of the Symrise's Flavor & Nutrition segment. Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients.

For more information visit www.diana-petfood.com

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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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