

## Press Release

Holzminden, November 18, 2021

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# Symrise Flavor & Symrise Diana Food with virtual presence at Fi & Hi Europe 2021: Best of nature, best of science, best for you and our planet

- Focus on taste for alternative proteins as well as natural, functional taste and nutrition solutions addressing the trend towards health and well-being
  - Participation in two conferences covering natural taste for alternative proteins as well as the latest dietary health trends for the beverages and dairy markets
  - Presentation of concepts within a comprehensive online presentation
  - Offering customers solutions for how to translate the latest trends into winning product solutions
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**From November 22 to December 2, 2021, Symrise will be participating in Fi & Hi Europe 2021 – this year with an exclusively virtual online presence. Visitors can learn about how Symrise Flavor & Symrise Diana Food address the latest trends like alternative proteins, health and well-being. Visitors will also find out how the latest natural taste and nutritional solutions addressing the trend towards health and well-being can deliver the answers for tomorrow. The offering combines the comprehensive expertise of both Flavor and Diana Food. Customers can benefit from sustainable and natural solutions for taste and nutrition. Symrise will also invite its customers to the highlight of the trade show: a virtual conference with expert talks.**

Ten days. Over 800 exhibitors. Over 55 hours of content. This makes Fi & Hi Europe 2021 the venue for meeting customers and experts from the food and beverage industry. Symrise enjoys a long tradition in presenting its taste and nutritional solutions at the show. Once again this year, the company has decided to use the opportunity to present its offering within the special hybrid format with an exclusive online presence at Europe's biggest food and beverage ingredient trade show.

### **Best of nature, best of science, best for you and our planet**

“We have chosen this motto to show our customers where we are putting the focus right now when developing taste solutions,” says Dirk Bennwitz, President Flavor Division EAME at Symrise. “Consumers are increasingly looking for food and beverages with alternative proteins and sustainably sourced natural ingredients. Also, they want these products to taste good and benefit their overall health. The ingredients should come from minimally processed ingredients from natural sources and benefit the planet and the farmers who grow them. At Fi & Hi Europe 2021, food and beverage producers can explore how we can support them in that endeavor.”

Product concepts available at the digital platform also showcase how Symrise can contribute to food safety, transparency and trust in baby food. With fruits, vegetables, honey and meat, the natural ingredients introduced meet the health and safety standards this category demands: minimum levels of contaminants, low microbiology levels, and low levels of chemical contaminants and foreign bodies. Ingredients for functional solutions and actives addressing the growing health and wellness trend include concepts addressing immune health, women's well-being, digestive health and mental well-being. On the fruity side, visitors can explore an apple-plum juice drink or a grape-hibiscus juice drink.

Customers looking for natural taste solutions can learn about the Symrise code of nature, the Symrise Diana Food portfolio and how natural taste solutions can contribute to labeling options that consumers understand and trust. For instance, with a mushroom juice concentrate or a mirepoix powder. Or how about Asian black lentil pot or a super green bowl with great taste for alternative proteins?

The offering further extends to organic certified and compliant taste solutions. The virtual presence will also cover the latest innovations in vanilla taste, taste balancing for reduced sugar products for segments like confectionery, bakery, cereals and beverages. Those who would like to reduce sugar in their products should have a look at the mango puree with ginger extract and a Symlife® sweet solution perfectly balancing the taste profile. And to satisfy the sweet tooth, a natural smoothie fruit gum with black currant, cream vanilla, ginger and beetroot extract could work well. Highlights include a plant-based praline with various vanilla flavorings and strawberry fruit flakes. Superior taste experiences the booth offers focus on whiskey-flavored beer and Cuban spiced spirits.

Symrise is also sharing its insights and expertise in two online conferences – accessible to all Fi & Hi Europe 2021 visitors throughout the whole show. At 10:30 a.m. on November 22, the company will explain its approach on how to create a great tasting product for any alternative protein source in its presentation titled “Decoding Alternative Proteins – Creating natural great taste”. The second expert conference “Holistic health is shaking the food & beverage markets: Discover how to answer the latest consumer trends with natural and functional solutions” will cover the growing trend towards a functional nutritional diet. Here, the Symrise experts will present insights on their functional ingredient research and portfolio.

Visitors can access the Symrise virtual presence at:  
<https://www.figlobal.com/fieurope/en/visit/when-where.html>

In addition, they can register for the online conferences here:  
<https://www.figlobal.com/fieurope/en/agenda/full-agenda.html>

#### **About Symrise Diana Food**

*Symrise Diana Food is part of Symrise Nutrition, which encompasses ADF/IDF, Symrise Diana Pet Food, Symrise Diana Aqua and Probi. Within the Symrise Group – a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients – Symrise Nutrition leverages the Group capabilities to provide advanced natural health & well-being nutrition solutions for the human food, pet food and aquafeed industries.*

*Symrise Diana Food offers a large range of natural ingredients to the food, beverage, baby food and dietary supplement industries. It provides its customers, across 90 countries, with innovative, natural and sustainable solutions, making life taste and feel better for millions of consumers around the world.*

*With 30 years of experience in sourcing excellence, Symrise Diana Food’s team of in-house agronomists carefully selects raw materials and applies best-in-class sustainable sourcing practices, to capture the highest natural properties of conventional and organic fruit, vegetables, meat and seafood.*

*Aiming to access the freshest raw materials while minimizing environmental footprint, Symrise Diana Food relies on 11 industrial sites in Europe, North America and Latin America located closest to the source. Gentle industrial processes and technological know-how enable Symrise Diana Food to deliver clean label solutions & standardized nutritional actives. Food safety, the highest quality standards and traceability can thus be guaranteed, ensuring trust all along the value chain and helping customers to win with superior taste performance, health benefits, sensorial experience and food preservation results.*

[www.diana-food.com](http://www.diana-food.com)

#### **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 ...*

[www.symrise.com](http://www.symrise.com)

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