

## Press Release

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# Diana Pet Food, ADF, IsoNova and Schaffelaarbos join forces to become Symrise Pet Food

- New entity will address the pet food market
  - Offering pet food palatability and protection solutions
  - Also providing pet nutrition solutions via new brand Nutrios
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**The four companies formerly named Diana Pet Food, ADF, IsoNova and Schaffelaarbos are joining forces in a single division. The organizational unit will carry the name of Symrise Pet Food. This division will address the pet food market, providing pet food manufacturers with high-value solutions to support their products.**

This new organization within the Taste, Nutrition and Health segment of Symrise forms a major milestone for the Group's development on the pet food market. The solutions of Symrise Pet Food will focus on three essential aspects within pet food:

- Pet Food Palatability with the brand SPF
- Pet Nutrition with a new brand, Nutrios
- Pet Food Protection with the brand Videka, a joint venture between Symrise and Kalsec

The newly created brand Nutrios will deliver natural ingredients and deep expertise to help build animal nutrition that serves evolving consumer demands. It gathers the products of the legacy brands ADF for chicken ingredients, IsoNova and Schaffelaarbos for egg ingredients, and Vivae for health solutions.

"Symrise Pet Food unites the leading players in their markets and fields of expertise. They share a strong sustainability approach as their business models draw on creating value from by-products. The joint Pet Food division of Symrise means we are now fully structured to serve the pet food market's dynamic growth globally. Our strategy will focus on three key axes. First, we want to expand our leadership in pet food palatability with SPF. Second, we want to accelerate globalization in pet nutrition with our Nutrios brand. And third, we want to become a strong player in pet food protection with Videka," says Bertrand de Launay, President Symrise Pet Food.

Symrise Pet Food aims to bring all pets a better life by being at the heart of every eating experience by 2030.

For more information visit [www.petfood.symrise.com](http://www.petfood.symrise.com)

### **About Symrise Pet Food**

*Symrise Pet Food, part of the Taste, Nutrition & Health segment of Symrise, is the global leader and pioneer of high-value solutions improving pets' well-being and owners' satisfaction. The division provides multiple products and services improving pet food palatability, pet nutrition and pet food protection. Symrise Pet Food is present on five continents with 1,500 employees, 31 industrial sites, and four expert measurement centers with 1,100 cats and dogs. Within the Symrise Group, Symrise Taste, Nutrition & Health leverages Group capabilities to provide advanced natural health & well-being nutrition solutions for the human food, pet food and aquafeed industries.*

*\* Videka is a joint venture between Symrise and Kalsec.*

### **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 € 3.8 billion in the 2021 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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