

Press Release

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Symrise Pet Food enters joint venture with Sunner in China

- Sets a strategic local partnership to provide high quality sustainable egg proteins
 - Complements offerings and follows fast premiumization trends in China
 - Contributes fully to side-stream valorization business model
 - Serves the Taste, Nutrition & Health ambition, accelerating the Pet Nutrition International Expansion strategy, reinforcing pet food footprint in Asia
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Symrise enters a joint venture with Sunner, one of the main integrated poultry processors in China. Sunner is involved in chicken breeding and farming, feed processing and meat processing businesses. The joint venture will supply the China pet food market with unique sustainable and high-quality egg solutions.

With the acquisition of IsoNova in the USA (2019) and Schaffelaarbos in the Netherlands (2022) Symrise has established a leading position in the egg protein and ingredients business. Following the completion of the newly built Symrise Pet Food factory in China in 2021 and the recent acquisition of Wing Biotech in mid-2022, Symrise is now reinforcing further its Pet Food leadership in APAC through a strategic partnership on egg valorization with Sunner. This collaboration takes the form of a joint venture, in which Symrise holds the majority and the operational management.

“With this new step, Symrise accelerates its pet food growth strategy in China. This move fully meets our values and our sustainable positioning in egg upcycling. Experts consider APAC the fastest growing region for pet food applications globally. I am certain that this long-term partnership will enable us to combine our expertise and jointly meet the expectations and demands of consumers. It paves the way for many future opportunities,” said Dr. Jean-Yves Parisot, President Taste, Nutrition & Health of Symrise AG.

This synergetic deal offers great opportunities for Sunner and Symrise. Both parties will collaborate in the manufacturing and marketing of high-quality and sustainable egg proteins. Symrise will contribute its know-how and route to market and Sunner will secure the highest quality source of eggs.

Fenfang FU, CEO of Sunner: “Symrise is a highly professional group, showing excellent results and with an international footprint with whom we are excited to engage in a joint adventure. We are confident about the benefits for our two entities, and also for our customers to whom we will deliver added value solutions with nutritional and healthy benefits.”

This promising joint venture will operate a new facility in China. The products of the joint venture will be sold under the Symrise Pet Food brand: Nutrios.

About Sunner:

Fujian Sunner Development Co., Ltd. (Sunner) is a family-owned company founded in 1983 and listed on the Shenzhen stock market. With a turnover of CNY 14.4 billion, Sunner counts over 20,000 employees and produces nearly 600 million chicken broilers per year, owning approximately 350 chicken farms in China.

Its major product is chicken, which mainly includes divided frozen and fresh chicken meat for the fast-food industry, the food manufacturing industry and meat wholesale markets. The company distributes its products primarily in domestic markets.

The company has realized the traceability of food safety by virtue of the complete and integrated whole industrial chain and has been rated as "China's top ten food safety enterprises," becoming a long-term strategic partner of world-renowned catering brands relying on excellent quality and stable supply. The company gives full play to the advantages of the integrated industrial chain of "self-cultivation, self-propagation, self-slaughter, deep processing," adopts advanced production equipment and production technology, and realizes large-scale production in all links of the industrial chain.

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

Media contacts:

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Perrine Extier

Phone: +33 297 93 80 80

Email: perrine.extier@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

xing.com/companies/symrise

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