

Press Release

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Symrise enters partnership with Shan Foods to shape the future of taste for food in Pakistan

- Ensures speed to market with the established local manufacturing footprint to Symrise key customers
 - To harness authentic and “hyperlocal” Pakistani flavours by embedding sustainability aspects
 - Collaboration with Shan Foods for innovation through creation & application excellence, delivering the future of taste, nutrition & health to consumers
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Symrise has signed a partnership with global culinary brand Shan Foods, Pakistan. This collaboration intends to deliver winning taste solutions for leading local and global consumer-preferred food brands. Symrise has been operating in Pakistan for many decades. This local partnership gives an indication of its continued commitment to the country. Since 2005, Symrise has seen double-digit growth year on year with its partners across the Middle East & Pakistan region.

By joining forces, both partners want to advance the taste, nutrition & health food technology platforms in Pakistan. Also, Symrise and Shan Foods want to get in front of the market growth curve expected in the next few years.

The partnership follows the goal to

- Support key customers with speed to market, with local manufacturing footprint,
- Leverage the best of science, best of nature of Symrise with Shan chefsmanship
- Co-develop consumer-led winning concepts and taste solutions for high-growth categories culinary & snacks, with Symrise taste, nutrition & health expertise, and
- Build sustainable employment opportunities, with backwards integration models, local sourcing models and delivery channels.

Commenting on the partnership, Walter Ribeiro, President Food & Beverage Europe, Africa & Middle East, said: “In the context of volatile supply chains globally, Symrise has committed itself to strategic partnerships. They will benefit our customers in timely and cost-efficiently delivering their winning brands to consumers. We feel very excited to embark on the next phase of our business growth with Shan Foods in Pakistan. This will help us further consolidate our strong foothold in Middle East & Africa. We recognise Shan Foods as a thought partner & leader in Pakistan Food Industry and look forward to a bright future together”.

Under the partnership, the companies will focus on developing, launching, and commercializing transformational food products. This includes general seasonings, bouillons, processed meat, snacks, and instant noodles. Pakistan’s food industry feeds 230 million consumers and supports a dynamic young consumer base which is rapidly urbanising, changing key consumer behavioural trends. Convenience & authentic taste form key consumer needs. As convenience products evolve, so too does the demand for better-for-you, low in fat & salt products, ingredients with functional benefits and provenance claims, where local sourcing takes precedence.

Shan Foods is a global culinary brand with presence in over 75 countries over 5 continents with a strong manufacturing footprint across the globe (including Pakistan, UAE, KSA and UK) and is the market leader in Pakistan and UAE for recipe mixes. Shan prides itself in continuously evolving and innovating as per the

needs of its consumers, while keeping the same authentic taste and aroma. Their state-of-the-art creation, application, sensory & manufacturing facilities deliver the taste of Pakistan across the world. “We have invested in a research, development and application laboratory and a manufacturing facility with quality management systems, in Pakistan. Our partnership with Symrise reinforces our position as a brand that continuously explores new ideas, drives food innovation and taste development in Pakistan” says Sammer Sultan, Co-Chairperson of Shan Foods.

Symrise AG has successfully positioned itself as the leading contributor to the evolution of the Food and Beverage industry in the Middle East & Pakistan. “We could only do this by continuously investing and expanding our reach. Today, we are stronger than ever, committed to co-create profitable, strategic, and sustainable growth with our clients, leveraging our strong global footprint with our winning local flexibility, market, and consumer understanding”, says Sofiane Berrahmoune, Vice President, Africa and Middle East.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.6 billion in the 2022 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in 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 indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process.

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