

Press Release

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Chapecó (SC), Brazil/Holzminden, Germany – September 19, 2023

Symrise inaugurates production facility for palatability solutions for pet food in Latin America

- Manufactures liquid and powder palatants for local and international markets
 - Highly automated plant meeting the highest food safety requirements
 - Location in Brazil, in Chapéco, strengthens leading footprint in the pet food market
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Symrise inaugurated the pet food palatants production facility in Brazil, in Chapéco (SC), in late August 2023. The state-of-the-art production plant will produce palatants for cat and dog food. Also, the plant will establish the biggest footprint for Symrise Pet Food worldwide. Guests included local authorities, such as political dignitaries and business representatives, along with collaborators involved in the project.

Consumers consider the quality and safety of the pet food products they choose for their furry companions of paramount importance. As pet parents, they want to ensure that the palates of their cats and dogs get satisfied and the ingredients meet their nutritional needs. In late August 2023, Symrise took a significant stride towards enhancing the pet food industry's standards by inaugurating its state-of-the-art production facility.

With an infrastructure of more than 10,000 square meters, the factory stands as the largest of its kind in Latin America and forms the biggest site of Symrise for pet food ingredients globally. It features advanced technologies with full automation delivering high operational efficiency. Lastly, it follows the company's strict food safety and environmental standards applied on all its sites.

Teamwork: the cornerstone of Chapecó

The project has resulted in a facility employing over 50 workers. It has also generated numerous indirect jobs during its construction. This has become possible thanks to the close collaboration between the company and the local government. According to Fernando Putrino, General Manager Pet Food at Symrise Brazil, "We faced the challenge of constructing an extraordinary factory capable of serving the dynamically growing local market and also the global market. Today, we celebrate the opening of this site, a milestone achieved with the dedication of our passionate team and the strong support of the local government. Together, we can showcase the capabilities of the Brazilian industry to the world!"

An opportunity to discover all site features

Following the inauguration ceremony, all guests were given a tour of the facility to gain a deeper understanding of the end-to-end palatant production process. During this visit, Symrise executives from the Pet Food division seized the opportunity to explain the company strategy and vision while reaffirming their dedication to sustainability. Gonzalo Rodriguez, General Manager Pet Food at Symrise in LATAM stated: "I feel very honored to host such an event. It represents a great opportunity to illustrate our leading position in the industry. It builds on a solid foundation that comes from a combination of more than 40 years of experience and our passion for manufacturing palatants".

Referring to the production process, he added: "Thanks to the visitor corridor we built above the plant, we can show the production process from an exclusive observation point. Also, we can tell the visitors what happens before starting to manufacture a palatant. Many people experience for the first time that – before entering the market – we test a palatant 150 times to ensure its performance! Also, they can learn here that we evaluate our new products on their environmental impact in seven categories. This enables us to determine the best formulation to comply with our commitment to lower our environmental footprint."

The closer, the better

The site in Chapecó follows the global Symrise plan to invest in local development. It aligns with the motto, "The closer, the better." This plan aims to get closer to both suppliers and customers to ensure a consistent supply of products. Over the past three years, the company has already opened two other factories for pet food ingredients, one in China and another in Colombia.

In addition to their existing factory in Descalvado, São Paulo, the Chapecó facility strengthens the Symrise presence in Latin America. This expansion allows the company to triple its production capacity for pet food palatants in Brazil, preparing for the increasing demand in Brazil and other Latin American markets. Further, the site will serve global markets by offering a range of products formulated to reduce sanitary barriers.

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. Symrise – always inspiring more ...

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