

Press Release

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Symrise exhibits at Gulfood Manufacturing 2023 and unveils Symvision AI™, predictive flavor trend tool

- Presenting taste, nutrition & health, products tailored to four regional personas
 - Dr. Dariah V. Lutsch & Priti Pal to discuss the growing role of AI in the food industry at Gulfood Manufacturing Tech Summit
 - Introducing Symvision AI™ that goes beyond analyzing data with flavor trend predictions across geographies & categories
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Symrise is gearing up for Gulfood Manufacturing 2023. It will exhibit at booth H8-4 H8-1 from November 7 to 9, 2023. At the Tech Summit on November 9, Dr. Dariah V. Lutsch and Priti Pal will present as keynote speakers. They will discuss the role of AI in the food industry and data-driven flavor trend prediction. Visitors can experience the Symvision AI™ flavor trend prediction tool in action on the booth. They can participate in 1:1 sessions with the Sensory & Consumer Insights team., Symrise will introduce its taste, nutrition & health portfolio by featuring differentiated and tailor-made products. They meet the specific need states of four regional consumer personas. Symrise has decoded them with its proprietary 2023 Eating & Drinking Behavior Study. This coupling of sensory & consumer insights with the growing portfolio will strengthen the expertise of Symrise in taste, nutrition, and health.

During the show, Symrise will unveil its innovative approach to understanding consumer preferences in food & beverages, catering to various functional and emotional need states. To illustrate these, Symrise will present four distinct regional consumer personas – The Traditionalist, The Explorer, The Gamer, and The Meal Replacer. It has decoded them with its 2023 Eating & Drinking Behavior Study. This included online & offline research methodologies across Pakistan, Saudi Arabia, Egypt, and Turkey. These personas represent the diverse consumer lifestyles in the region. Symrise is supporting this research with Symvision AI™, its flavor trend prediction tool. It helps to design products meeting consumers taste preferences, functional and emotional need states. Its comprehensive taste, nutrition & health technology portfolio ranges from seasonings, responsibly sourced natural ingredients, to its Symlife™ taste balancing tools. This delivers unique quality and authentic food and beverages that align with these consumer profiles and need states.

In particular, visitors can taste the following concepts relating to the four personas:

The Traditionalist: natural wholesome and authentic culinary experiences for family occasions.

The Explorer: plant-based innovation, meeting the consumer demand for zero compromise on authentic taste.

The Gamer: performance enhancing snacks and beverages while gaming.

The Meal Replacer: on the go convenient snacks and meals, with no compromise on nutrition.

One of the highlights of this year's Gulfood Manufacturing is the Tech Summit. There, keynote speakers, Dr. Dariah V. Lutsch & Priti Pal will take center stage. Dr. Lutsch contributes from her expertise in the field of artificial intelligence (AI) and its applications in the food industry. During her presentation, she will delve into the increasing utilization of AI to address business challenges and enhance operational excellence within the food industry. Dr. Lutsch will shed light on how companies can leverage AI for sensory and consumer science, focusing on data analysis, modeling, and prediction tools. These form a crucial element for staying ahead in the competitive food market.

Further, Priti Pal will present a real-life example, illustrating how to harness multi-source data to predict flavor trends. Ms. Pal will showcase how flavors transcend geographical boundaries and product categories, and how Symrise customers can harness this information to detect emerging trends. Additionally, she will discuss how to use AI to understand consumers' emotional and functional needs, thereby identifying market innovation opportunities. The session will take place on day 3, November 9, 2023, at 12:05.

On the booth, Symrise will unveil its own AI tool. Symvision AI™ promises to elevate the consumer insights experience for customers. It harnesses the power of 10 years of Symrise proprietary data, carefully cultivated to understand markets, consumer preferences, and industry trends. The tool augments that knowledge with up-to-the-minute data feeds on market launches and online listening from the Symrise proprietary network of trusted market experts.

Visitors to Gulfood are invited to interact with Symvision AI™ to see how it goes beyond analyzing data and orchestrates it into actionable segment strategies. The advanced machine learning algorithms identify hidden patterns, detects emerging trends, and predict opportunities that will answer consumers' emotional and functional food & beverage wishes. Symvision AI™ and Symrise Sensory Science will guide food and beverage manufacturers through each stage of product development.

"We invite visitors of the Symrise booth to discover lifestyle driven products with us", says Sofiane Berrahmoune, Vice President Africa Middle East, Turkey & CIS at Symrise. "We are dedicating ourselves to designing those products that resonate with today's consumers. This begins with the pursuit of great taste and a profound understanding of their ever evolving needs to enable manufacturers to create great tasting products for their region and area of application."

Visitors can find Symrise at booth H8-4 H8-1 at Gulfood Manufacturing 2023 and discover its latest food and beverage innovations for the region. People interested can connect with the team at the booth and explore the consumer decoding journey that leads to tasting of snacks, culinary, beverage, dairy & sweet goods applications. To get more information, visitors may schedule a meeting with the team during Gulfood Manufacturing 2023 by contacting: laura.oconnell@symrise.com

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 ... www.symrise.com

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