

## Press Release

Holzminden, February 25, 2025

---

# Innovation, sustainability & enjoyment: Symrise presents at Carrefour des Fournisseurs de l'Industrie Agroalimentaire (CFIA)

- Cutting-edge food & beverage solutions on display
  - Solutions for enjoyment with a sustainable approach
  - Taste, nutrition and health expertise reflected in innovative product solutions
- 

**From March 4 to 6, 2025, Symrise will present at the CFIA (Carrefour des Fournisseurs de l'Industrie Agroalimentaire) in Rennes at booth 4-A68. The exhibits on display follow a clear focus: innovative, sustainable, and economically attractive solutions for the food and beverage industry. In addition to product innovations that address current market topics, such as animal welfare, resource conservation, and cost efficiency, enjoyment will take center stage. With this trade show participation, Symrise intends to strengthen its market presence in France and directly exchange with customers.**

### Sustainable products for a growing market

At CFIA, Symrise presents innovative product solutions that meet the needs of both manufacturers and consumers. Ethical chicken enables sustainable and animal-friendly food production. In addition, cocoa taste solutions and vegan cheese provide economic and high-quality alternatives. This addresses the current shift to the crucial need of preserving natural resources. Particularly exciting: The authentic culinary pastes – versatile products that offer a natural, authentic taste experience.

“With our products, we offer our customers an innovative toolbox. It combines sustainability and economic efficiency while preserving natural resources. CFIA offers the ideal platform to showcase our solutions in action,” says Laure Pelletier, Marketing Director Western Europe Food & Beverage at Symrise.

### Focus on market relevance and trend awareness

For Symrise, CFIA represents a key trade show to position itself as a strong partner in the French market. Direct exchanges with customers and recognizing new trends take center stage. The increasing demand for sustainable and cost-efficient solutions makes the presented products highly relevant for the industry. Visitors can look forward to exciting live demonstrations:

- **Welfare chicken:** demonstration of chicken breast solutions with a deep and rich flavor
- **Cocoa taste solutions:** application in a milk drink – demonstrates how to balance a 50% cocoa reduction by keeping the authentic taste
- **Vegan cheese toolbox:** snack demo with a 50% reduction in cheese powder while offering a delicious sensory experience
- **Culinary pastes:** versatile applications ... from dips to pizza bases and more ...

“Our product innovations fulfill two demands. They respond to current market challenges. Also, they set new standards in taste and versatility,” continues Laure Pelletier.

### **Strengthened market presence in France**

By participating in CFIA, Symrise is bringing its local French presence with the support of a global organization to life. It is using the trade show to establish itself as an innovative and relevant partner. The showcased products underline the company’s expertise as an augmented flavor house focusing on taste, sustainability, and efficiency. Especially the culinary pastes aim at convincing the market with their unique appeal.

CFIA 2025 provides Symrise with the ideal platform to strengthen existing customer relationships and attract new partners. With a strong portfolio that precisely addresses current market demands, Symrise strengthens its position as an innovative and future-oriented partner. Visitors can look forward to inspiring discussions, practical product demonstrations, and cutting-edge solutions. Symrise looks forward to engaging with visitors at booth 4-A68.

### **About Symrise:**

*Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.*

*With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, North and Latin America.*

*Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.*

*Symrise – always inspiring more...*

[www.symrise.com](http://www.symrise.com)

### **Media contacts:**

#### **Bernhard Kott**

Phone: +49 55 31 90-17 21

Email: [bernhard.kott@symrise.com](mailto:bernhard.kott@symrise.com)

#### **Christina Witter**

Phone: +49 55 31 90-21 82

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

### **Social media:**

[x.com/symriseag](https://x.com/symriseag)

[youtube.com/agsymrise](https://youtube.com/agsymrise)

[instagram.com/symriseag](https://instagram.com/symriseag)

[instagram.com/symrise.ci](https://instagram.com/symrise.ci)

[linkedin.com/company/Symrise](https://linkedin.com/company/Symrise)

[xing.com/companies/symrise](https://xing.com/companies/symrise)

[instagram.com/finefragrancelstories\\_bySymrise](https://instagram.com/finefragrancelstories_bySymrise)

Blog: <https://alwaysinspiringmore.com>