

Press Release

Teterboro (US)/Holzminden (GER), February 27, 2025

Symrise introduces beverage incubator bWorks™: modular capabilities from flavor development to agile manufacturing

- Formerly known as Califormulations, now rebranded to bWorks™ building on existing legacy
- End-to-end beverage solutions from concept to market-ready products as a partner in North America
- Leverages consumer insights, winning flavors, rapid prototyping, and agile manufacturing

Symrise is relaunching its beverage incubator Califormulations and renaming the brand into bWorks™. This step completes the evolution from a partial investment into a full acquisition over recent years. Since 2019, Symrise has been delivering end-to-end beverage innovation to consumer-packaged goods (CPG) companies and their brands. bWorks™ now builds on the existing legacy of innovative and trustworthy beverage solutions. It is expanding its services as an incubation partner with the unique capacity to support both small-scale and large-scale production.

In its capacity as beverage incubator, bWorks™ offers end-to-end solutions from concept to market-ready products. It is leveraging consumer insights, winning flavors, rapid prototyping, as well as agile manufacturing. This unique incubator approach combined with expert taste solutions brings together creativity and commercialization. This allows for speed to market at the right size with the right flavor profile.

“Our modular services, from insights and design to prototyping, development, and full-scale production, make us the ideal partner our customers’ beverage innovation journey”, states Fernando Levy, Sr. Director of Beverages BU NA. “Customers can obtain limited-edition runs, line extensions, regional or national launches, or long-term productions from us. bWorks™ adapts to customer needs through our bundle services and longstanding flavor expertise”.

As a premier solution turnkey partner, bWorks™ will continue to support customers with beverage innovation across three beverage-focused locations within the USA: Teterboro, NJ, Columbus, GA, and Laguna Beach, CA. The manufacturing site in Columbus, GA, provides agility with run capabilities ranging from 10k to 100k cases per SKU. This covers a variety of packaging, including cans, bottles, and bag-in-box. The site has also received certification from the Department of Agriculture as an approved food manufacturing facility (SQF Level 3, FSMA/HACCP). This includes alcohol permits and the ability to provide certification in Organic, Kosher and Halal.

Interested parties can find the full range of solutions provided by bWorks™ at www.symrisebworks.com

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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, as well as in 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.

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