

Press release

Holzminden, March 31, 2025

Symrise celebrates World Vanilla Day for the second time on April 10, 2025

- Special vanilla event in the recently opened Manhattan Fine Fragrance Penthouse
 - Guest and expert speakers giving insights into trends and vanilla expertise
 - Joint event testimony to integrated ONE Innovation Ecosystem approach
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On April 10, 2025, Symrise celebrates World Vanilla Day for the second time. The day marks the foundation of the modern flavor and fragrance industry with the first synthesis of vanillin from Coniferin in Holzminden, Germany, in 1874. This year's commemorative event takes place at the recently opened Fine Fragrance Penthouse in Manhattan and offers exciting insights into the 150-year history of vanilla expertise.

Having started the World Vanilla Day one year ago, Symrise is now hosting the second edition of this industry-iconic day. On this occasion, the company will hold an event at its recently opened Fine Fragrance Penthouse in Manhattan. Customers from Symrise's Scent & Care as well as Taste, Nutrition & Health segments can experience first-hand how the company's expertise continues to shape the industry with pioneering innovation.

Experiencing the taste of vanilla

Guests will participate in a diverse program that highlights Symrise's 150-year history of vanilla expertise in both scent and taste. A keynote speech by renowned industry expert and author Paula Limena (*The Millennial Mind: A Survival Guide for All Generations in the Digital Age* and *The Alpha Generation: Architects of the Future*) will discuss consumer behavior and trends within Generation Alpha.

Symrise's sensory and consumer behavior researcher, Dr Dariah Lutsch, will provide guests with an exclusive insight into vanilla flavor trend forecasting. She will present how the patented Symrise AI, Symvision AI™ can effectively support in this task. The innovative technology enables precise predictions of flavor trends, ingredients, and product characteristics.

Immersing into the scent of vanilla

For customers from the "Scent & Care" segment, VP Senior Perfumer David Apel will introduce a new De Laire base that includes natural vanilla. This current creation underscores Symrise's expertise in perfumery and offers guests the opportunity to experience the latest developments firsthand.

Guests will also enjoy a multisensory aromatic and taste experience that showcases the diversity and depth of Symrise's vanilla expertise.

Symrise looks forward to providing its guests with insights into its vanilla mastery. By bringing together both taste, nutrition and health as well as scent and care experts, the event visualizes the integrated ONE innovation ecosystem approach of the company. Together, they will honor this significant day for the fragrance and flavor industry.

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...

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