

Press Release

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Holzminden (Germany), June 2, 2025

Symrise showcases future-forward taste solutions for plant-based products at Bridge2Food Course & Summit Europe 2025

- Taste solutions for plant-based products with optimal mouthfeel
 - Plant-based yoghurt, cheese, milk drinks and vegan meat alternatives on display
 - Specialist presentations as a technology and innovation partner in the market for plant proteins
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Symrise will unveil cutting-edge taste solutions for plant-based products at the Bridge2Food Course & Summit Europe 2025 in The Hague, from June 3 to 5, 2025. Attendees at booth I6 will experience firsthand how Symrise leverages modern sensory insights, consumer data, and technological innovations to accelerate the market success of plant-based foods. This presentation underscores Symrise's commitment to supporting manufacturers with bespoke taste solutions and offers a glimpse into future innovations that seamlessly blend enjoyment, health, and sustainability.

Recognized as the premier platform for alternative proteins, the Bridge2Food Course & Summit Europe provides Symrise with the perfect opportunity to showcase its current culinary and dairy alternative concepts and to exchange ideas and network with industry decision makers. Visitors to booth I6 will experience a range of products, including heat-stable ham, plant-based chicken and beef profiles, and creamy oat yoghurt, rich cheese and milk alternatives. These products are developed using proprietary technology that ensures an optimal taste profile and authentic mouthfeel.

The trend context shows clearly that consumers are increasingly turning towards plant-based options driven by climate, health, and animal welfare considerations. At the same time, alternative protein bases present challenges in taste, texture, and shelf life. Symrise addresses these challenges with its inspiring protein solutions™ and symlife™ taste balancing technologies. They can mask unwanted off notes, optimize mouthfeel, improve flavor release, and ensure product stability. Symrise will present these value adding features in practice at the trade show.

For the first time, Symrise is also participating in the prior Bridge2Food Course, aimed at a select professional audience with advanced technical expertise. This event provides an ideal setting to demonstrate current sensory insights, processing technology, and taste balancing solutions. Symrise will conduct practical workshops for small groups of specialists, showcasing how data-driven consumer insights can help to decode consumer preferences and develop winning plant-based culinary products. This interactive exchange offers the perfect setting to foster future co-creations.

At the course workshop "Designing Superior Plant-Based Chicken Taste" on June 3, 2025, starting at 2:45 p.m., Dr. Katja Tiitinen will demonstrate how data-driven and intricate sensory technology and advanced flavor tools help develop superior taste solutions in plant-based chicken. Additionally, during the summit presentation "Tech meets Taste – The Future of Ingredient Innovation" on June 4, 2025, at 4:30 p.m., René Fonteijn will illustrate how Symrise overcomes technological hurdles in plant-based milk alternatives, thereby shortening development times.

"Our proprietary technologies enable us to predict certain taste effects within a formulation matrix. Therefore, we can provide guidance on which substances to use and which to avoid." emphasizes René Fonteijn, Senior Category Manager Plant-Based Dairy Alternatives at Symrise. "Additionally, our versatile flavor portfolio and our symlife™ and inspiring protein solutions™ ensure excellent taste within the final market product."

Symrise's participation in the trade show aims to forge partnerships, identify market trends early, and help shape the next generation of plant-based foods in collaboration with customers. Interested parties can visit Symrise at booth I6.

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. 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.

Symrise – always inspiring more...

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