

## Press Release

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# Symrise subsidiary SFA NEROLI opens a new fragrance ecosystem in Grasse

- Creation of a new fragrance campus in the cradle of perfumery
  - Investment advances fragrance creation and production capabilities
  - Unlocks exclusive access to unique natural raw materials from Maison Lautier 1795
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**Symrise subsidiary SFA NEROLI has inaugurated its new Fragrance campus in Saint-Cézaire-sur-Siagne. The investment marks a major milestone in its growth strategy supported by its parent company, Symrise. Located in the heart of Pays de Grasse, the cradle of modern perfumery, the newly opened creative center covers an area of 10,000 square meters to better serve customers and maximize capabilities.**

Situated in the South of France, the newly inaugurated campus writes a new chapter in its 140 years of cumulative fragrance experience: It can build on the creative expertise resulting from the recent merger of the local fragrance houses SFA Romani, CRÉATIONS & PARFUMS, and FLORESSENCE. Additionally, Symrise contributes a strong 220-year perfume legacy with Maison Lautier 1795 and its proprietary Delaire 1876 fragrance bases, also situated in the region. Together, this gives birth to a unique ecosystem of fragrance creation in “Symrise South.”

“Strong human values, a clear vision, creativity, excellence and emotions drive us. We also believe in the respectful use of natural resources through partnerships. This helps us ensure sustainable agricultural practices to cultivate finest perfumery raw materials. Each fragrance we create carries a story; offering a unique olfactory experience aligned with the brand identity of our customers. With the opening, we take the first important step in our journey to bundle and elevate expertise and capabilities in Grasse. We are proud to be back much stronger than before with a committed team and state-of-the-art facilities serving our customers,” said Jean-Yves Parisot, CEO of Symrise.

This investment reflects the vision of SFA NEROLI to provide both employees and customers with a high-performing, creative environment for sustainable, locally produced fragrance creations. Here, creative talents, R&D technicians, and supply chain experts come together to promote the legacy of French perfumery throughout the world.

“Our strength comes from our 300 team members of 12 nationalities who embody our values with passion, commitment, agility, and a drive for excellence. I want to pay tribute to their outstanding contributions. This site results from their dedication, creativity, and collective engagement in the art of perfumery. Together, we are forming a recognized, trusted, creative

*always  
inspiring more...*



partner for our clients. This happens right here, in the birthplace of perfumery, where fragrance plant cultivation, distillation, and olfactive composition first took root. Also, UNESCO has recognized this place as Intangible Cultural Heritage”, explained Alexandrine Demachy, President SFA NEROLI.

#### **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, the USA 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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