

Press Release

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Holzminden (Germany), October 30, 2025

A bite into the future!

Symrise at Gulfood Manufacturing 2025

- Showcases accelerated innovation with Symvision AI, consumer insights and local validation
- Reveals new Gen Alpha study brought to life with an immersive visitor experience at the booth
- Proves food and beverage thought leadership via industry dialogue in expert panels

Symrise is setting out to make a strong mark at Gulfood Manufacturing 2025 from November 4 to 6, 2025. At Hall 8, Booth F8-4, experts will present Symrise's taste, nutrition and health portfolio. It features products across snacks, culinary, beverages, sweet and dairy tailored to regional personas. The insights draw from the proprietary Eating & Drinking Behavior Study, revealing what truly drives consumer choices.

This year, Symrise is bringing fresh perspectives with its expanded research into Generation Alpha, tomorrow's vibrant tastemakers across the Middle East, Africa, and Europe. According to Priti Pal, Sensory & Consumer Insights Manager Africa Middle East & Central Asia, "Immersive video ethnography and quantitative studies allow us to explore how this dynamic generation interacts with food and beverages. We learn how their taste preferences evolve with age, how they influence family shopping and mealtime decisions, and how they are redefining the future of consumption."

What visitors can look forward to:

- **Discovering consumer wishes:** Symrise turns key consumer wishes into impactful, locally validated food & beverage innovations for faster market entry.
- **Exploring Symvision AI™:** This state-of-the-art award-winning flavor, ingredient & claim prediction tool helps shape future-ready concepts.
- **Meeting the experts:** A cross-functional team will showcase how Symrise designs products aligned with lifestyle, taste, nutrition, and health priorities.

Moreover, Symrise will present its unique Decode, Design & Deliver methodology, transforming consumer insights into innovative products ready for the market. Under the theme "Where Tomorrow's Taste Begins," the company highlights five distinct, locally inspired personas: the Traditionalist, the Explorer, the Gamer, the Meal Replacer, and Gen Alpha.

"Visitors will embark on an immersive experience," predicts Sukhmbir Pannu, Marketing Manager at Symrise Middle East. They can step into the shoes of real consumers with the Open Innovation Persona App. It opens a window into the lifestyle choices shaping today's market. Attendees can taste the products designed with Symrise's cutting-edge technologies and experiencing the future of food today.

The 3D approach in detail

- **Decode** – Immersive studies across the region enable Symrise to capture how consumers think, live, eat and drink. Supported by Symvision AI™ Symrise unlocks the trends in flavors, ingredients, and claims of tomorrow.

- **Design** – Insight becomes innovation when paired with creativity and expertise. This extends from responsibly sourced natural ingredients for enhanced nutrition to functional bioactives for health claims to Symlife™ taste balancing solutions. Every creation reflects authenticity while staying relevant to evolving lifestyles.
- **Deliver** – Innovation comes full circle with validation. Symrise tests each concept with local consumers, ensuring real-world impact. For its customers, this means faster innovation cycles, greater confidence, and stronger launches that resonate with local consumers.

Panel speakers offering exclusive insights

On the topic of “Reframing End to End Food Manufacturing to Drive Transformational Change Built on Risk, Resilience and Reality,” Sofiane Berrahmoune, Vice President Africa Middle East & Central Asia, will join industry peers on November 4, 2025, at 12:45 local time at Visionary Leaders in Armchair. They will discuss how companies tackle global and local challenges, and how ecosystems and partnerships help drive progress in delivering taste, nutrition and health to consumers, in a fast paced, digital world. Priti Pal will join the Tech Food Summit on November 5, 2025, at 15:00, speaking on “Food Forward: Fostering A Culture of Transition, Insights, and Innovation. Where do the Opportunities Lie?”

A leading role in food and beverage evolution

Symrise continues to play a leading role in shaping the evolution of the food and beverage industry globally while understanding the specificities of the Middle East, North Africa markets,” confirms Sofiane Berrahmoune. “We draw our strength from continuous investment – both in our people and in our technical expertise. Gulfood Manufacturing has always been a platform where we demonstrate this commitment. To schedule a meeting with Symrise’s experts during the exhibition, visitors can reach out on <https://smc-lp.s4hana.ondemand.com/eu/p/GOmAt>

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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