

Press Release

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Holzminden (Germany), November 11, 2025

Prediction meets taste: Symrise expands Symvision AI™ to proprietary taste development tools

- Enables accelerated innovation with prediction of formulations for taste solutions
 - Distinct toolset to leverage flavorist expertise and AI to accelerate targeted flavor design
 - Data-driven prediction of sensory characteristics in prospective product formulations
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Symrise announces a major addition to its award-winning foresight platform Symvision AI™ by complementing its AI-based trend prediction capabilities. In addition to identifying new market opportunities, it now also features a powerful suite of AI-assisted tools for formula prediction. This speeds up taste creation and thereby food and beverage development.

The platform's expansion follows a clear objective expansion: Accelerating innovation. Its advanced AI capabilities empower flavorists to predict optimal formulations and their sensory performance with high precision. This results in enabling the swift development of taste experiences that resonate with evolving consumer preferences. Product reformulations also benefit from these expanded capabilities. Specifically, they support products low in sugar or sodium that deliver on the market need for healthier lifestyles. Also, they address the growing demand for healthier options with great taste.

By combining machine learning with deep flavorist expertise, Symrise equips its customers to lead in a dynamic market where creativity, precision and speed are essential. "Our Symvision AI™ design toolbox also predicts the impact of formula changes, guides taste development and enables us to respond rapidly and precisely to market changes," says Leif Jago, Global Marketing Manager Food & Beverage at Symrise. "Evolving consumer expectations, sudden price shifts and supply chain events, drive the need for innovation and swift formula adjustments. Symvision AI™ delivers exactly that— it empowers us to innovate faster and smarter."

Key benefits for Symrise customers

- **Optimized taste:** Science-based formulations crafted for optimal sensory appeal and market fit, delivering against customer and consumer needs.
- **Tailored solutions:** Recipes developed through a unique combination of deep flavorist expertise and machine learning, easily adaptable to individual ingredient restrictions and regulatory changes.
- **Faster go-to-market:** Accelerated innovation cycles through predictive modeling and impact forecasting.

Symvision AI™'s sensory design features include an interactive dashboard cockpit that visualizes formulation and sensory characteristics. For example, when reducing sugar

content, the tool forecasts the resulting sweetness profile and identifies gaps in taste intensity. It then guides related formulation options, including symlife™ taste balancing solutions, to close those gaps—ensuring optimal taste in both new and reformulated products.

“We combine the profound expertise of our specifically trained flavorists with machine learning,” adds Gerhard Krammer, SVP Research & Technology at Symrise Food & Beverage. “This approach shortens development cycles and unlocks exciting possibilities in taste creation. We are supporting our customers to meet evolving consumer demands with speed and confidence. By combining deep flavorist expertise with machine learning, Symrise empowers its customers to lead in a dynamic market where creativity, precision and speed are essential, thereby accelerating customers’ innovation advantage.”

One platform, ever-evolving possibilities

This novel flavor design approach operates through a sophisticated multi-step process, identifying ideal formulation options fast:

1. **Ingredient selection:** Choosing the most promising raw materials from Symrise’s differentiated, proprietary portfolio.
2. **Design of experiment:** Narrowing down prototypes via statistical modeling.
3. **Sensory & consumer testing:** Validating sensory characteristics and building predictive models.
4. **Flavoristic creation refinement:** Combining deep flavorist expertise with model outputs to deliver solutions with optimal market fit.

This proprietary approach reduces trial-and-error, speeds up decision-making, and increases the likelihood of successful product launches.

“This unique way of taste development and design, as part of our Symvision AI™ offering, presents a clear example of Symrise’s forward-thinking and sensory-driven approach,” concludes Conor Delahunty, VP Global Insights Food & Beverage. “It enriches our Symvision AI™ market foresight capabilities with formula optimization strength. Hence, it equips our customers to navigate the complexities of today’s food and beverage market with greater agility and success—today and in the future. We will continue to accelerate advantage for our customers!”

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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