

Press release

Holzminden, April 10, 2026

Symrise celebrates third World Vanilla Day with global activities

- Symrise brings the taste, scent, origin and diversity of vanilla to life worldwide
- From Holzminden to Madagascar: Symrise highlights responsibility and partnership along the value chain
- As a vanilla pioneer and strategic partner, Symrise is helping shape the future of vanilla

World Vanilla Day on April 10, 2026, puts the world's most popular sweet flavor and warm scent in the spotlight. Symrise is using the occasion to look back and ahead: in Holzminden, the company's founding fathers helped lay a cornerstone of today's flavor and fragrance industry when they became the first to synthesize vanillin from coniferin. Now, 152 years later, Symrise invites people to rediscover vanilla as cultural heritage, as a valuable raw material and as inspiration for innovative solutions in food and beverages, fine fragrances and personal care.

On World Vanilla Day 2026, vanilla inspires communities around the globe. Employees at more than 25 locations are hosting campaigns, sharing knowledge, offering selected products for tasting, and highlighting the role vanilla plays in flavors and fragrances.

Through a global communications and engagement campaign, Symrise is bringing the diversity of vanilla to life on World Vanilla Day. Local and global activities along with internal and external formats create opportunities for connection, exchange and new perspectives. The program offers expert insights, reinforces sustainability and sparks creativity.

Global activities experienced locally

A special focus lies on Holzminden, the historic birthplace of vanillin synthesis. Together with Sensoria, the House of Fragrances and Flavors, Symrise is offering activities for the public, including children's workshops, fragrance and vanilla presentations, and culinary tastings that bring vanilla to life through all the senses. Additional activities in the city center invite people to take part and strengthen the connection between the company and the region.

Vanilla as a bridge between business units

Vanilla plays a key role in Symrise's two segments: Food & Beverage and Scent & Care. World Vanilla Day reflects the ONE Symrise approach through a global virtual event, bringing together experts from many functions and showcasing how vanilla inspires innovation from sensory profiles to application-focused concepts.

"Vanilla means more than taste and scent to Symrise. It forms part of our DNA. World Vanilla Day brings us together worldwide in the spirit of ONE Symrise and adds momentum to our ambition: to create added value for our customers while rethinking vanilla sustainably. The fact that we are celebrating at more than 25 locations this year shows the enthusiasm vanilla sparks at Symrise," said Laurent Deniau, Global Competence Director Vanilla.

Outlook: Vanilla as inspiration for tomorrow

With World Vanilla Day, Symrise is sending a clear message: the company is making knowledge accessible, raising awareness of responsibility and inviting dialogue. Growing interest in the day underscores how vanilla connects companies, countries and generations.

About Symrise

Symrise is a global supplier of flavors and fragrances, cosmetic base and active ingredients, and functional ingredients. Its customers include manufacturers of perfume, cosmetics, food and beverages, as well as the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €4.9 billion in the 2025 financial year, the company is one of the world's leading providers. Headquartered in Holzminden, Germany, the Group has more than 100 sites in Europe, Africa and the Middle East, Asia, North America and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that have become an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked. Symrise – always inspiring more...

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