

## Press release

—  
Holzminden, April 30, 2026

---

### Building Bridges: Symrise strengthens Food & Beverage capabilities in Barcelona and shortens distances

- Expanded production capacity and modernized application and quality labs
  - Faster scale-up, flexible powder formats, and close technical support
  - Local partner services for Southern Europe and adjacent markets
- 

**On April 22, 2026, Symrise opened its upgraded Food & Beverage site in Parets del Vallès near Barcelona. The investment expands capacity for powdered food and beverage solutions and strengthens application expertise connecting Southern Europe with Africa and the Middle East.**

#### Responding to a fast-moving regional market and beyond

Southern Europe is growing fast and serves as a hub for food and beverage innovation, with Spain often linking European markets to North Africa and the Middle East. Customers increasingly expect rapid development cycles, reliable scale-up, and partners close to market realities. By expanding and modernizing its Barcelona-area site, Symrise brings development, testing, and production closer together to shorten the path from idea to market.

At the opening ceremony, Lilian Regnier, President Food & Beverage EAME, said: “This investment combines scale, flexibility, and proximity helping customers move innovations to market with confidence while reinforcing our regional presence in Iberia.” Liam Pickup, Vice President Food & Beverage Europe, added: “The upgraded production and application capabilities support growth across savory and beverage powders while embedding sustainability into daily operations.”

#### Stronger application expertise close to customers

Modernized development, application, and quality labs at the Barcelona site speed up prototyping, testing, and optimization across categories. Dedicated application labs for ready meals and processed meat solutions expand local technical support helping customers solve challenges, refine sensory profiles, and accelerate market readiness.

Also, Symrise installed a new large-scale mixing plant to expand capacity for powdered products, especially for culinary, snacks, dry beverage, and sweet applications. Larger volumes, improved site layout, and upgraded equipment increase efficiency, flexibility, and safety, providing a robust platform for current demand and future growth.

#### A site upgrade designed for the future, built for resilience

Expanded production and application capabilities enable faster, more flexible responses to customer needs. Customers benefit from shorter development cycles, smoother scale-up, and direct access to local technical expertise that understands regional preferences and regulations supporting growth in Spain and adjacent markets.

The Barcelona-area site also integrates sustainability into everyday operations, including solar panels and a water-reuse system to reduce waste and support responsible resource use. The upgraded footprint creates options for future expansion and additional hiring, reinforcing Symrise's long-standing commitment to Southern Europe.

**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 €4.9 billion in the 2025 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, 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...*

[www.symrise.com](http://www.symrise.com)

**Media contact:**

**Christina Witter**

Phone: +49 55 31 90-2182

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

**Social media:**

[linkedin.com/company/Symrise](https://www.linkedin.com/company/Symrise)

[xing.com/companies/symrise](https://www.xing.com/companies/symrise)

[instagram.com/finefragrancestories\\_bySymrise](https://www.instagram.com/finefragrancestories_bySymrise)

[youtube.com/agssymrise](https://www.youtube.com/agssymrise)

[instagram.com/symriseag](https://www.instagram.com/symriseag)

[instagram.com/symrise.ci](https://www.instagram.com/symrise.ci)