

Press release

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When smoke evolves: Symrise ensures authentic flavor experiences for a changing market

- EU-compliant smoke taste solutions for consistent consumer-preferred flavor profiles
 - Reliable reformulation support backed by end-to-end supply chain expertise
 - Future-ready smoke flavorings that go beyond today's compliance requirements
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Symrise has enhanced its portfolio of Alternative Smoke Taste Solutions, responding to EU regulation changes and ensuring confident reformulation and product development today and in the future. With its expanded portfolio, Symrise supports food manufacturers across various savory categories reviewing their recipes under tight timelines while the EU is implementing its regulations on certain primary smoke flavorings in 2026 and 2029. These future-ready smoke taste solutions provide customers with stable, authentic, and EU-compliant smoke flavoring options that maintain the signature sensory profiles consumers know and trust today and in anticipation of future regulatory developments.

Smoke goes far beyond taste. It carries emotional and cultural significance: the crackle of a grill, the slow warmth of a smoker, the deep roast of char and ember. Across comfort foods, modern plant-forward dishes and sophisticated beverages, smoke contributes aroma, mouthfeel, complexity, and culinary craftsmanship. Symrise creates solutions to master the recognizable multi-sensory signatures consumers associate with smoked products.

“We want to make the upcoming transitions as smooth as possible for our customers,” says Matthias Hille, Senior Director Category & Innovation, EAME. “Smoke offers a powerful sensory signature. With our expanded smoke taste portfolio, companies can reformulate with confidence while providing the full flavor experience consumers expect bite after bite today and as regulations continue to evolve.”

Accelerate customer advantage today and beyond 2026

Building on decades of expertise in smoke flavorings, Symrise has expanded its offering with EU-compliant flavorings type smoke and smoked ingredients in both dry and liquid formats. Controlled, food-grade manufacturing processes deliver the complexity, depth, and authenticity of traditional smoke while enabling cost competitive, scalable solutions. The portfolio supports a wide range of savory and beverage applications, including cold cuts, sauces, plant-based products, and more.

Symrise offers a broad spectrum of different tonalities – from bright beechwood notes to more robust hickory and warm roasted nuances. This diversity allows manufacturers to preserve established recipes, evolve their existing portfolios, and meet updated regulatory requirements without compromising sensory quality.

“Consumers notice changes in smoke taste immediately, even subtle ones,” Hille explains. “Accordingly, precision matters. Our solutions support continuity, reliability, and great flavor experiences – while helping brands stay competitive in a changing regulatory environment.”

Seamless reformulation backed by end-to-end support

As manufacturers navigate regulatory change, Symrise supports customers across the entire product development journey. The enhanced portfolio ensures consistent flavor performance across formats and batch sizes, delivers regulatory clarity and transparent labeling, and benefits from secure, end-to-end supply chain capabilities that ensure long-term availability and planning certainty. Also, Symrise actively supports customer reformulations, line extensions, and portfolio enhancements, combining application know-how with sensory expertise. This holistic approach enables manufacturers to meet EU requirements while developing innovative, future-proof products for global markets.

“Reformulation becomes efficient when customers receive clear guidance and solutions that work at scale,” says Lara Meroth, Head of Portfolio Execution, EAME. “We collaborate closely testing, refining, and optimizing together to deliver smooth transitions and products that continue to resonate with consumers.”

Proactive solutions for a global, evolving marketplace

Symrise’s Alternative Smoke Taste Solutions support existing and new products alike, combining authentic flavor experiences with consumer and sensory expertise, modern and reliable production, regulatory readiness, and commercial efficiency. It positions Symrise as a strong partner for beyond-compliance innovation, helping customers deliver differentiated products for consumers around the world.

Über Symrise

Symrise ist ein globaler Anbieter von Geschmack- und Duftstoffen, kosmetischen Grund- und Wirkstoffen sowie funktionalen Inhaltsstoffen. Zu den Kunden gehören Parfum-, Kosmetik-, Lebensmittel- und Getränkehersteller, die pharmazeutische Industrie sowie Produzenten von Nahrungsergänzungsmitteln und Heimtiernahrung. Mit einem Umsatz von rund 4,9 Mrd. € im Geschäftsjahr 2025 gehört das Unternehmen zu den global führenden Anbietern. Der Konzern mit Sitz in Holzminden ist mit mehr als 100 Niederlassungen in Europa, Afrika und dem Nahen sowie Mittleren Osten, in Asien sowie in Nord- und in Lateinamerika vertreten. Gemeinsam mit seinen Kunden entwickelt Symrise neue Ideen und marktfähige Konzepte für Produkte, die aus dem täglichen Leben nicht mehr wegzudenken sind. Wirtschaftlicher Erfolg und unternehmerische Verantwortung sind dabei untrennbar miteinander verbunden. Symrise – always inspiring more...

www.symrise.com

Medienkontakt:

Christina Witter

Telefon: +49 55 31 90-2182

E-Mail: christina.witter@symrise.com

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