

Press Release

Northwest Arkansas (US)/Holzminden (GER), May 13, 2026

Symrise opens Northwest Arkansas Food Studio: expanding customer collaboration & culinary innovation in North America

- Culinary-forward space designed to accelerate innovation and deepen customer collaboration in North America
 - To enhance speed and partnership development via hands-on co-creation and rapid prototyping
 - A kitchen-first, hospitality-driven environment, offering immersive tasting, live demos, and real-time concept development beyond traditional lab settings
-

Symrise announces the official opening of its Northwest Arkansas Food Studio, a purpose-built culinary and customer collaboration space designed to accelerate innovation and strengthen partnerships with key regional and national customers. Following a soft launch in 2025, the company has now formally introduced the facility to customers and prospects during Open House events held this April.

At a time when consumer expectations and dietary guidelines are rapidly evolving and driving demand for simpler ingredients, reduced sodium and sugar, as well as protein-forward solutions, the Food Studio aims to support customers navigating this shift and accelerating their advantage. Strategically located in Northwest Arkansas, the Food Studio represents a significant step in Symrise's continued investment in the North American market. The new location places the company near major food manufacturers and retailers, while also providing access to a strong regional talent pool across culinary, technical, and commercial disciplines. Designed to complement Symrise's existing capabilities, the space enables more agile, hands-on collaboration and rapid prototyping in a highly immersive environment.

"Our Food Studio reflects how we are evolving alongside our customers, bringing our expertise closer to where and how they work," said Steve Arrick, President of F&B North America. "We have invested both in infrastructure, and in strong partnerships. We have created a space where we can co-create, move faster, and unlock new opportunities together."

Symrise has intentionally designed the Northwest Arkansas Food Studio as a culinary-first environment, offering a modern, high-end kitchen paired with a premium presentation space. Unlike traditional lab-focused facilities, the studio emphasizes hospitality, creativity, and real-time collaboration. Customers visiting the space can expect immersive tasting sessions, live cooking demonstrations, and rapid concept iteration in a setting that elevates both the experience and the outcomes.

"We offer so much more than a workspace. We have built a destination for collaboration," said Craig Biggers, VP of the Food Business Unit. "By combining culinary expertise, technical capabilities, and customer insight in one place, we are creating an environment where ideas can come to life faster and with greater impact."

The new studio also enhances Symrise's ability to serve local customers with greater speed and responsiveness. By establishing a dedicated presence in the region, the company is strengthening customer intimacy while enabling more frequent, meaningful engagement.

"Operating here, close to our customers, changes the way we work together," added Scott Haddox, Senior Account Director. "It allows us to move from conversation to creation in real time. Working side by side to develop solutions that are immediately tangible and aligned with our customers' needs."

With this new opening, the Northwest Arkansas Food Studio serves as a central hub for ideation and product development. It bridges the gap between Symrise's fast-turn sample lab capabilities and a collaborative, customer-facing environment. It enables teams to cook, taste, refine, and present concepts seamlessly.

As Symrise continues to expand its footprint and capabilities in North America, the opening of the Northwest Arkansas Food Studio underscores its commitment as a forward-thinking, customer-centric partner, delivering ingredients and solutions, as well as meaningful experiences that drive innovation and growth.

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, 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...

www.symrise.com

Media contact:

Christina Witter

Phone +49 5531 90 2182

Email: christina.witter@symrise.com

North America media contact:

Allison Scowden

Phone: +1 417.414.4060

Email: allison.scowden@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/finefragrancelstories_bySymrise](https://www.instagram.com/finefragrancelstories_bySymrise)

Blog: <https://alwaysinspiringmore.com>

[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)