

Press Release

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Symrise strengthens natural fragrance ecosystem with new Lautier 1795 site in Grasse

- Strategic investment expands Symrise capabilities for premium natural fragrance ingredients
- Connects sourcing, transformation, innovation and production in the heart of the Grasse ecosystem
- Advances ONE Symrise by linking specialist local expertise with the Group's global fragrance capabilities

Symrise has inaugurated a new production site for its natural fragrance ingredients brand Lautier 1795 in the Grasse region. This strengthens its capabilities in southern France jointly with the recently acquired premium natural qualities of Floral Concept. The strategic investment combines more than 230 years of expertise in natural raw materials with advanced processing technologies. Following the ONE Symrise approach, the Group connects this specialist local expertise with its global fragrance capabilities and customer network creating a powerful ecosystem for distinctive, high-quality natural ingredients.

ONE Symrise connects expertise at the source

The new site forms an integral part of the Symrise fragrance ecosystem in southern France jointly with the premium naturals' expertise of Floral Concept. It offers customers expertise in natural raw materials, responsible sourcing, transformation and production with the Group's global capabilities in innovation, perfumery and customer solutions.

This integrated approach puts ONE Symrise into practice: specialist capabilities contribute their strengths while drawing on the scale, knowledge and reach of the Group. In Grasse, one of perfumery's most important creative and sourcing locations, these connections accelerate the journey from natural raw material to fragrance creation.

Together, Lautier 1795 and Floral Concept broaden Symrise's access to local know-how and strengthen the connections across the Grasse ecosystem. The expanded network serves as a further hub for transforming natural raw materials and translating them into distinctive ingredients for perfumers worldwide.

"Since the Diana acquisition in 2014, Symrise has built a strong natural ingredients business for food applications. Today, with our expanded footprint in Grasse including Lautier 1795 and Floral Concept, we are bringing complementary naturals capabilities together to create new opportunities in fragrance ingredients", explains Michael Friede President Scent & Care segment at Symrise. "Through ONE Symrise, we connect this expertise with our global reach to strengthen a differentiated and resilient platform for long-term value creation."

Giving natural expertise new momentum

Founded in Grasse in 1795, Lautier 1795 contributes more than two centuries of specialist knowledge in sourcing and transforming exceptional natural raw materials. Complemented by Floral Concept's expertise, Symrise now adds new capabilities to unlock further creative and technical potential from naturals.

Modern technologies support precise transformation, consistent quality and enhanced traceability. Close collaboration among growers, sourcing partners, ingredient experts, perfumers and customers helps translate market needs and creative ideas into new ingredients faster.

For customers, this approach combines creative choice, reliable quality, traceability and specialist expertise. For perfumers, it opens new possibilities to explore the olfactive richness of naturals and translate them into contemporary fragrance creations.

“Grasse gives Lautier 1795 deep roots and fresh momentum,” says Camille Quintin, Supply Chain Director at Symrise. “At Symrise, we combine generations of natural-ingredient expertise with modern technologies, global capabilities and close partnerships. Together, we reveal new facets of naturals and create ingredients that inspire perfumers around the world.”

From Grasse to global perfumery

The investment strengthens Grasse as a strategic hub for natural fragrance ingredients within the global Symrise fragrance network. By bringing sourcing, transformation, innovation and perfumery expertise closer together, Symrise supports faster innovation, closer customer collaboration and growth in premium naturals.

With the new Lautier 1795 site, Symrise reinforces its strategic position in natural fragrance ingredients, and expands, together with Floral Concept, the Group’s specialist footprint in Grasse. By connecting this local expertise with Symrise’s global innovation, perfumery and customer capabilities, the Group strengthens a differentiated naturals platform designed to support portfolio resilience, sustainable value creation and long-term growth.

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... www.symrise.com

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