

Press Release

Holzminden, October 20, 2026

Symrise accelerates taste advantage at Gulfood Manufacturing 2026

- Trade show booth combines regional consumer insights with global innovation power
- Insights into how Symvision AI™ turns foresight into faster, tailored food and beverage concepts
- Fourteen food and beverage creations bring local preferences to life

Symrise presents “Accelerating Your Taste Advantage” at Gulfood Manufacturing from November 3–5, 2026. At Hall 8, booth F8-4, visitors will discover how regional consumer knowledge, AI-powered tools and formulation expertise help food and beverage manufacturers develop products that match local tastes and business needs. Fourteen food and beverage creations bring emerging preferences across the Middle East, Africa and neighboring growth markets to life. Drawing on its global network and local customer relations, Symrise brings together expertise across the Group under its ONE Symrise strategy.

Turning market dynamics into taste advantage

At Gulfood Manufacturing 2026, Symrise will spotlight changing food and beverage preferences across the region. Consumers in the Middle East seek attractive value, great taste, trusted quality, health benefits and authentic local experiences. In parallel, manufacturers face rapidly evolving demand and supply challenges, making timely decisions and reliable partnerships increasingly important. Symrise’s trade show booth connects these market developments with practical opportunities for manufacturers. It draws on applied foresight, market intelligence and long-term customer relationships to identify emerging needs and shape relevant product ideas.

At the stand, visitors can explore findings from the 2026 Symrise Eating & Drinking Behavior Study and matching consumer personas, including a new health-oriented profile. Symvision AI™ helps translate this understanding into product development. Its recently launched Concept Studio enables customers to create ideas tailored to their brands and portfolios, visualize potential products and assess predicted consumer liking at an early stage. Symvision AI™ Taste Design predicts how recipe adjustments affect taste, supporting formulation optimization and more efficient development.

“At Gulfood Manufacturing, we show how our local teams work side by side with customers to turn market realities into opportunities. We connect global expertise with strong local roots, reliable value chains and long-term partnerships. Together, these strengths help manufacturers respond to changing demand and build competitive advantage,” says Sofiane Berrahmoune, VP Food & Beverage Africa, Middle East & Central Asia (AME & CA) at Symrise.

From insight to bite

Visitors can sample 14 lifestyle-driven food and beverage creations at the booth. Symrise developed them with its Decode, Design, Deliver approach and assessed their relevance and originality with regional consumer data from the analysis with Concept Scan, including findings from the UAE, KSA and Egypt. Daily “Insight to Bite” sessions show how the team translates an initial observation into a tangible food or beverage experience.

On November 4 at 12:10, Laura O'Connell, Marketing Director AME&CA, will join the panel discussion "Smart Snacking Trends: Driving Transformations in the Industry." She will share practical perspectives on regional snacking preferences and their implications for manufacturers.

On November 5 from 13:00 to 14:00, Dr Dariah Lutsch, Naema Abdallah, and Diaa Abulela will host the interactive Innovation Stage workshop "Find the Sweet Spot: Accelerate Product Development with Symvision AI™ Taste Design". They will explore how predictive modeling, sensory and consumer understanding, and formulation expertise help teams refine recipes and streamline product development.

"We invite visitors to Gulfood Manufacturing to experience how research and technology translate into practical solutions. By combining consumer understanding with formulation expertise, we can develop products together that reflect market needs and open growth opportunities," says Dominique Hilliard, Marketing Leader AME & CA Symrise F&B.

Gulfood Manufacturing offers Symrise an opportunity to meet customers and partners across Europe, Africa and the Middle East. At Hall 8, booth F8-4, the company brings the ONE Symrise approach to life: regional teams connect customers with global expertise to develop locally relevant taste solutions and support growth in strategically important markets.

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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