

Press release

Holzminden (Germany), June 3, 2024

Symrise showcases taste solutions and innovation strategies for alternative proteins at Bridge2Food Summit Europe

- Taste solutions for alternative proteins and plant-based culinary & dairy on display
 - Valuable insights into efficiently mastering plant-protein challenges and developing innovative processing technologies
 - Close connect with industry innovators, partners, and a highlight on capabilities in taste, nutrition and health
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Symrise is showcasing its expertise in taste solutions for alternative proteins at the upcoming Bridge2Food Summit Europe at the Fokker Terminal in the Hague. It will display its innovative offerings at booth D31 & D32 from June 5 to June 6, 2024. The event will serve as a platform for Symrise to engage with industry leaders, present advanced taste solutions, and explore strategies to efficiently master challenges in the alternative proteins sector.

The Bridge2Food Summit Europe presents a valuable platform for Symrise to present its expertise in taste solutions for alternative proteins. The sector continues to gain momentum, driven by consumer preferences for sustainable and healthier options. As the market evolves, the taste, nutrition and health experts remain committed to staying at the forefront of innovation. At the event, the company will illustrate how it efficiently leverages its state-of-the-art technology and in-depth sensory expertise. With its exhibits, Symrise shows how it addresses challenges such as taste balancing, texture formulation, and flavor optimization in plant-based products.

"At Symrise, we recognize the importance of creating great-tasting plant-based alternatives that meet the demands of today's consumers," Catharina Gerdes, Category Manager Plant Based Culinary EAME at Symrise. "We have designed our proprietary technologies to master formulation challenges and deliver exceptional taste experiences in plant-based culinary and dairy products."

During the Bridge2Food Summit Europe, Symrise will demonstrate its commitment to innovation through product concept showcases and expert presentations. Attendees can expect to learn about the company's solutions for masking off-notes, improving mouthfeel, and enhancing flavor performance in alternative protein bases. Additionally, Symrise will offer insights into stability prediction for plant-based products, empowering manufacturers to create products that meet consumer expectations.

"We feel excited to participate in Bridge2Food and to connect with industry peers," added Andrew Mihelakis, Senior Marketing Manager Sweet Goods & Health. "Our team looks forward to sharing our expertise and discussing the latest advancements in alternative proteins."

As part of the event agenda, Dr. Dariah Lutsch, Global SCI Research Manager at Symrise will deliver a presentation on „Utilizing AI Technology and Sensory Tools to accelerate Product Innovations” on June 5, 2024, from 14:35 - 15:00 CET.

Visitors can gather more information about the content Symrise displays at Bridge2Food at booth number D31 & D32 at the Fokker Terminal in The Hague or contact Lisa Wulf (lisa.wulf@symrise.com).

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...

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