

Press Release

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Holzminden, August 16, 2024

Symrise expands Sales and R&D hub in Beijing to boost food & beverage innovation and market reach in North China

- Enhanced R&D capabilities for food & beverage taste solutions and improved speed in the region
 - 800 sqm facility with advanced labs for beverage, dairy, culinary, and snack applications, alongside modern office spaces to serve the fast-evolving market
 - Positioned to increase Food & Beverage's market share and lab space in the country
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Symrise announces the opening of a new office and lab facility for Food & Beverage in Beijing. To optimally serve the dynamic and rapidly growing consumer base in the area the company has invested €1.5 million in the facility. The location will enhance the R&D capabilities, customer proximity, and market presence in the North of China.

The country's diverse and evolving tastes, driven by a rising middle class and increasing urbanization, lead to stronger demand for beverages, dairy, culinary, and snacks. By expanding its presence in China, particularly with the new facility in Beijing, Symrise can perfectly cater to local preferences and swiftly respond to market trends.

The 800 sqm facility in Beijing covers 250 sqm of office space and 400 sqm of advanced laboratory areas as well as 150 sqm administration rooms. The labs include specialized zones for beverage and dairy creation, application, savory creation as well as snacks and seasonings, each equipped with dedicated workstations and evaluation rooms. This state-of-the-art setup enables Symrise to develop products tailored to the market. It can also provide comprehensive and swift support to customers in the region, ensuring timely and efficient service.

A key market for food & beverage applications

"China represents a crucial market for Symrise due to its dynamic and rapidly growing consumer base in food & beverage applications. As a logical consequence we have expanded our Beijing site to significantly enhance our R&D capabilities," said Walter Ribeiro, Global President, Food & Beverage at Symrise. "With a focus on customer proximity and technical excellence, this facility will serve as a vital hub for innovation and customer collaboration.

The facility also adds further resources to the company's main lab in Shanghai, ensuring continuous support and resource optimization. It offers an improved working environment for the team, with modern amenities and a design that balances flexibility, efficiency, and local cultural elements.

"This strategic positioning enhances our ability to innovate and introduce new products tailored to Chinese consumers," adds Robert Marti, VP North Asia, Food & Beverage at Symrise. "It also strengthens our engagements with local food and beverage producers. As we continue to develop and optimize our offerings, both our customers and consumers will benefit from a broader range of high-quality products, leading to increased satisfaction and loyalty in this key region."

The Beijing office and lab underscore Symrise's commitment to innovation, customer intimacy, and market expansion. With additional hires of technical experts, the company sees itself well-positioned to drive growth and deliver superior products across various categories. Symrise anticipates this facility will enhance its current offerings and open market opportunities, solidifying its presence in the Northern China and beyond.

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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