

Press Release

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Symrise exhibits at Gulfood Manufacturing 2024 with taste, nutrition and health food and beverages tailored to four regional personas

- Decoding of consumers & their key need states with innovation platform on the booth
- Live interaction with Symvision AI™, the award-winning flavor, ingredient & claim prediction tool
- Cross-functional team to explain product design aligned to consumer lifestyle, taste, nutrition & health needs
- All product concepts validated with personas, ensuring efficient speed to market

Symrise is gearing up for Gulfood Manufacturing 2024. It will exhibit at Hall 8, Booth F8-4 from November 5 to 7, 2024. The current taste, nutrition & health portfolio on display will feature differentiated and tailor-made products for regional personas. Insights come from decoding consumer preferences via the proprietary Eating & Drinking Behavior Study. Also, visitors can interact one to one with Symvision AI™ the award-winning flavor, ingredient & claims trend prediction tool. Dr Dariah V. Lutsch, Head of Research Global Sensory & Consumer Insights at Symrise, will highlight the company's expertise during the panel discussion "Staying Ahead of the Curve: Emerging Food Management Strategies and Technologies Shaping the Future of Food Manufacturing" at the Food Summit on November 5, at 13:40 local time.

Building on the set-up of Gulfood Manufacturing 2023, Symrise returns to this year's trade show with the theme "evolving lifestyle- driven products with you". The company is using its proprietary decode, design & deliver approach to innovation for four regional personas: the traditionalist, the explorer, the gamer, and the meal replacer.

- **Decode:** Investing in user & attitude studies with consumers across the region ensures that the product innovations are meeting consumer current and future lifestyles & needs. Coupled with Symvision AI™, the award-winning flavor, ingredient & claims trend prediction tool, Symrise is harnessing the power of AI to identify trends that will drive the next wave of innovations in taste, ingredients and claims.
- **Design:** Features the latest in cutting-edge innovation from Symrise's vast taste, nutrition & health portfolio. Each product gets designed locally, with the local consumer in mind, leveraging the global scale of the company with local agility to exceed the expectations of customers & consumers. The diverse portfolio includes seasonings, responsibly sourced natural ingredients, bioactive ingredients for health claims, and Symlife™ taste balancing tools. They all aim at delivering authentic food and beverages that resonate with these personas.
- **Deliver:** Demonstrates confidence in the concepts tested with local consumers. This validation supports customers in streamlining their innovation processes and confidently launching new products.

"We invite visitors of the Symrise booth to discover lifestyle driven products with us", says Laura O'Connell, Marketing Director Africa Middle East & Central Asia at Symrise. "We are dedicating ourselves to designing products that resonate with today's consumers. This begins with the pursuit of great taste and a confident understanding of their ever evolving needs to enable manufacturers to create great tasting products for their region and area of application."

Symrise customers can interact with the innovation platform and Symvision AI™, the award-winning flavor, ingredient & claims trend prediction tool. It showcases the vast library of consumer studies that support customers to understand consumer preferences in food & beverages, catering to various functional and emotional need states.

"Sharing our comprehensive consumer research capabilities and AI powered trends at Gulfood Manufacturing 2024 illustrates our leadership position and demonstrates our commitment to open innovation with customers across the region. We invest heavily in online & offline consumer insight studies,

reaching to typical consumers in urban and hard to reach rural areas” says Priti Pal, Sensory & Consumer Insights Manager, Africa Middle East & Central Asia.

At the Food Summit on November 5 at 13:40 local time, Dr Dariah V. Lutsch, Head of Research Global Sensory & Consumer Insights at Symrise will join the panel discussion “Staying Ahead of the Curve: Emerging Food Management Strategies and Technologies Shaping the Future of Food Manufacturing”, with a specific focus on “opportunities and advantages of leveraging AI in product innovation, in improving productivity and efficiency with enhanced safety”. Dr Dariah V. Lutsch is establishing global consumer insights digital platforms at Symrise. This includes the prediction of flavor trends by applying artificial intelligence (AI), the linkage of benefit associations to flavors, ingredients and claims and the creation of various AI driven models to optimize taste. This applies among others to sugar and salt reduced products – aligning the industry solutions with WHO Guidelines.

“Symrise has positioned itself as the leading contributor to the evolution of the food and beverage industry in the Middle East market and beyond. We do this by continuously investing and developing our team and technical capabilities. Year after year, we have consistently participated in the Gulfood Manufacturing exhibition, showcasing our commitment to industry leadership. This year, I am recommending our booth theme, 'evolving lifestyle-driven products with you.' It highlights our continued dedication to providing our customers with consumer- & market-relevant solutions. They deliver on our promise of taste, nutrition & health,” says Sofiane Berrahmoune, Vice President Africa Middle East & Central Asia.

Visitors can find Symrise at Hall 8, Booth F8-4 at Gulfood Manufacturing 2024. Industry professionals can discover current food and beverage innovations for the region at the booth. They can connect with the team at the booth and explore the decode, design & deliver journey to winning snack, culinary, beverage and dairy applications. To get more information, visitors may schedule a meeting with the team during Gulfood Manufacturing 2024 by contacting: laura.oconnell@symrise.com

About Symrise:

Symrise is a global supplier of flavorings, fragrances, 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 ...

Media contacts:

Bernhard Kott

Phone: +49 55 31 90-17 21

Email: bernhard.kott@symrise.com

Christina Witter

Phone: +49 55 31 90-21 82

Email: christina.witter@symrise.com

Social media:

twitter.com/symriseag

youtube.com/agsymrise

instagram.com/symriseag

instagram.com/symrise.ci

linkedin.com/company/Symrise

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