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# Transforming nature's and regulatory challenges *into profitable growth opportunities*

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*Turn change into opportunities.*

*delivering the authentic  
taste of nature*

# code of nature

*Nature surrounds us. It delights us, feeds us and inspires us with its wealth of taste and boundless creativity. Consumers love the taste of nature – with an equally diverse and precise understanding of what nature means to them. With code of nature, customers and consumers receive the real tastes of nature that go into individual products, which entail and combine all facets of naturalness transparently.*

## Consumers are going all natural

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We have entered a new era of naturalness. It is evolving fast and picking up speed every day. Consumers dive deeper into their understanding of food and naturalness with every purchase they make. When choosing and buying their food and beverages they therefore demand nature as pure and rich as possible. Consumers want to know exactly what ingredients go into their food and where they come from. They want products from farmers that care about sustainable

cultivation on healthy soil. Protecting animals also plays a decisive role for many of them. Equally, they want their foods and beverages to be gently prepared and stored so that they keep their original taste and nutritional value. If consumers can actually see that something is made with honesty and integrity then it truly lives up to their expectations and perceptions. Naturalness in these many individual facets is sprouting in San Francisco, Shanghai, Berlin and Seoul – a true global phenomenon.

**Consumers want the ultimate taste experience. And they want this experience to come from real food, made only with pure natural ingredients.**

This puts the consumer into a great **dilemma**. Because nature means variety. It is evolving, subtle, ever changing, hard to predict, with crops and harvest depending on the weather, soil, and so much more. At the same time, consumers expect a very specific taste with high impact.

## The industry is turning towards naturalness

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These rapid changes within the world of naturalness and the consumer dilemma pose both huge challenges and opportunities on the food and beverage industry. Companies want to offer consumers products that they recognize and accept as truly natural and they have to adapt very quickly. The reason: Local innovators are

pioneering in many areas here and are growing fast. Very often, they are leading the way for international players. Having very much originated in the US, this trend has now spread and is expanding globally. **For international players, staying on top will require swiftly changing the game and shifting toward consumers' preference for "real" food.**

# Seize your opportunity for naturalness with natural X flavorings

Symrise consumer studies also confirm the importance of naturalness. When consumers see the term “natural x flavoring” on the label, they perceive this as particularly natural and often prefer this over “natural flavoring”. For example: a “natural peach flavoring” or “natural onion flavoring” sound more appealing than a more generic “natural flavoring” – alone.

A natural product becomes particularly attractive when it tastes authentic and offers an enjoyable experience. In this environment, when combined with the expertise and product portfolio of Symrise, regulations such as the new EU Organic Regulation open up a wealth of great tasting opportunities for superior product experiences and natural labelling.

This becomes increasingly important in the growing demand for organic products in Europe. Last year, sales of organic food and beverages recorded high growth across almost all categories.

Where is this trend coming from? Many consumers perceive organic as the most natural option. At the same time, they consider organic products to be healthier and more sustainable. As a result, organic is now considered to be the most important “product promise” on food packaging. (Mintel, 2019)



Appeal to consumers' tastes preferences with organic compliant solutions from Symrise!



Naturalness and organic are increasingly important preference drivers in key markets in Europe.



Consumers in Europe often prefer “natural x flavoring” over “natural flavoring”.

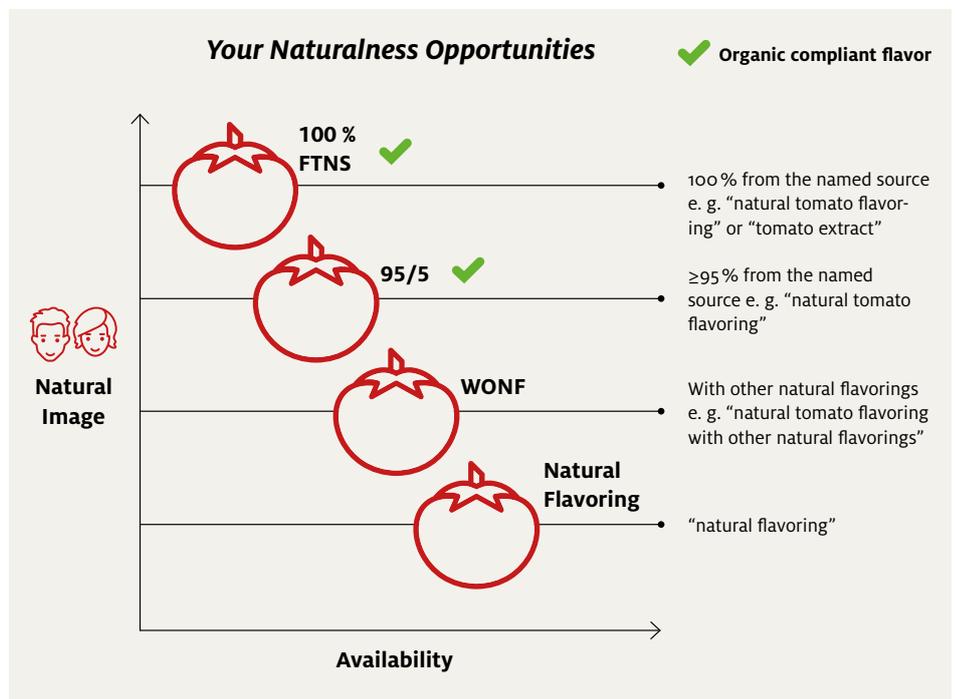
## What will change due to the new EU Organic Regulation?

The new EU Organic Regulation<sup>1</sup> goes into effect on January 1<sup>st</sup> 2021, and defines very precisely the use of natural flavorings in organic products. The relevant definitions are laid down in the EU Flavor Regulation<sup>2</sup>.

After January 2021, only certain natural flavorings will be allowed in organic products (see graphic). At least 95 % of a natural flavor must always originate from the named source.

That means for example that at least 95 % of tomato flavoring must come from tomato. Up to 5 % from other natural sources but only to round off the rich taste or assure a consistent and specific note.

**Manufacturers must therefore reformulate their organic products if they use flavors other than natural x-flavorings to meet the new EU requirements. Symrise taste and regulatory experts will guide them through all naturalness opportunities.**



<sup>1</sup> EU Organic Regulation (EU) No 2018/848 <sup>2</sup> EU Flavor Regulation (EU) No 1334/2008

# Four pillars underpinning Natural X Flavorings

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code of nature® forms a framework that pulls together the versatile natural expertise of Symrise. It goes beyond a mere portfolio of natural products.

It enables a unique code of nature for each and every individual customer and solution. It connects the dots of the long scientific heritage at Symrise with deep

consumer understanding, sustainable backward integration, regulatory consultancy capability. This dedicated approach combines the work of Symrise experts with longstanding certified partners, respecting nature, and using gentle technology and processes to amplify nature.

*To genuinely generate value for customers and consumers, code of nature® draws on four pillars:*

## *Best naturals*

Using pure & rich natural ingredients sourced from people & places Symrise knows & trusts through long-standing partnerships for high impact natural taste.

## *Applied science*

Using unique technologies to create minimally processed & close to nature solutions. Based on understanding nature in every detail and carefully delivered using sensitive processes such as extraction, separation technologies, fermentation, etc.



## *Regulatory guidance*

Setting best-in-class standards as a transparent partner for naturalness by going beyond regulations and current market standards.

## *Consumer driven*

Enabling clean and clear labelling that consumers understand & trust, such as "food in food".



*Taking all this together, code of nature® goes beyond grey system theory.*

## **An every day practice**

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Because Symrise is combining its wide expertise for each and every customer wish, each time it is creating unique and individual, truly and purely natural solutions – a unique code.

Symrise crafts inspiring solutions for its customers and consumers and how the four code of nature® pillars contribute to that.

always  
inspiring more...

symrise 

## What you'll get from Symrise:

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- **Regulatory expertise and support**
- **Authentic taste solutions for your organic and naturally appealing products**
- **Understandable ingredient lists for satisfied consumers**

**Got a taste for  
natural X flavorings?**  
*Talk to us.*

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