

always
inspiring more...

symrise 

code of nature®

Case Studies

delivering the authentic
taste of nature

code of nature

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. code of nature® goes beyond pure theory. It is every-day practice at Symrise. Three examples about bergamot, vanilla and chicken illustrate how Symrise crafts inspiring solutions for its customers and consumers and how the four code of nature® pillars contribute to that.

Bergamot

The challenge:

crafting a natural Earl Grey tea

Premium tea blends with larger leaves, blossoms, fruits and spices are in high demand. Thus, there are no alternative delivery systems that fits the trends and physical properties except Evogran® Coating.



The solution:

Coating the tea leaves with natural bergamot oil – a Symrise original encapsulation technology.

Best naturals



For Earl Grey – famous for its fine bergamot note. Symrise offers pure premium bergamot oils, 100% sustainably sourced from partnering farmers in Calabria, Italy.

Applied science



The Evogran® Coating attains a truly natural encapsulation by applying the flavor to what the customers supply – the tea leaves. Symrise captures the taste of the bergamot right on top of the tea leaves and avoids granules within the blend. This method also guarantees ideal blending features for optimum taste.

Regulatory guidance



Using the actual tea leaves gives consumers confidence in the tea blend. They can be sure where the flavor comes from. By being present right in Calabria where Symrise knows the farmers, works with them, as well as with the local university in a trustful partnership, we ensure quality right at the source of our ingredients.

Consumer driven



Evogran enables a premium natural product with proven naturalness, sustainability & provenance for an authentic great taste.

Halal vanilla

The challenge:

The demand for natural and halal certified raw materials with authentic taste profiles is increasing.

Muslims consumers want high quality vanilla in their products with the same complex and rich taste profile as from conventional vanilla extracts from fermented beans.



The solution:

Symrise uses a new extraction method, without alcohol that guarantees the full and authentic taste profile of vanilla. With its backwards integrated approach on Madagascar we are able to use the best and most responsibly sourced vanilla beans.

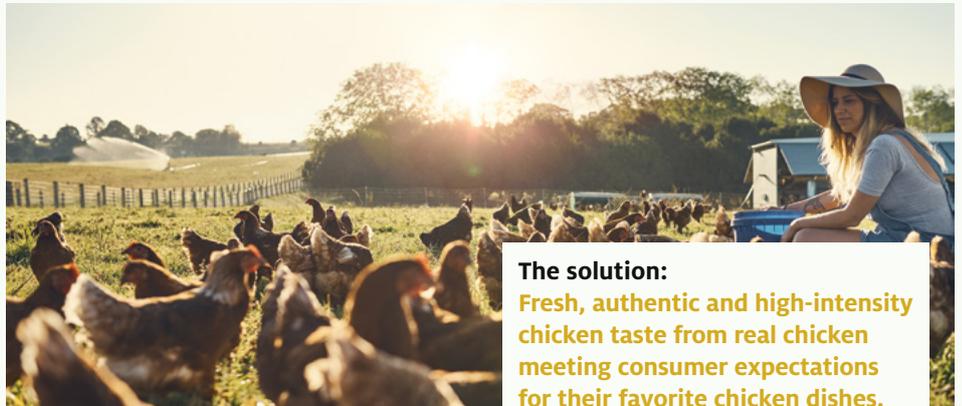
When heating the extract to remove the alcohol, valuable flavor components and with them the authentic taste get lost.

Best naturals	Applied science	Regulatory guidance	Consumer driven
 <p>Symrise runs a fully backwards integrated sourcing model in Madagascar.</p> <p>Customers benefit from high quality beans from the largest farmer network in the industry. Direct partnerships with the farmers secure quality and supply. Symrise combines naturalness and ethics.</p>	 <p>Analytical tools: we have our QC lab on the ground in Madagascar, allowing us to check the quality of vanilla beans consistently in less than 2 hours.</p> <p>Processing: improved extraction method to preserve the volatiles and sensitive flavour components of vanilla beans in extracts. This allows us to produce Halal extracts without heating step.</p>	 <p>Customers benefit from the highest traceability of beans available in the industry.</p> <p>The sustainable sourcing at Symrise goes beyond certification standards, and local engagement supports farmers' livelihoods and self-governance supporting families.</p>	 <p>Consumers can enjoy an authentic taste profile with Symrise Halal vanilla.</p> <p>The extract is Halal certified according to the highest standards. It may also use certification labels such as BIO, RA or FairTrade.</p>

Discover chicken®

The challenge:

Consumers want **authentic & impactful fresh chicken taste** from real chicken in their food.



The solution:

Fresh, authentic and high-intensity chicken taste from real chicken meeting consumer expectations for their favorite chicken dishes.

Best naturals	Applied science	Regulatory guidance	Consumer driven
 <p>Symrise sources its chicken food taste solutions from its food plant in Georgia, USA.</p> <p>The facilities are directly connected to the source of fresh chickens. Sustainably raised birds are carefully selected and processed by farmer partners.</p>	 <p>Symrise uses "KITCHEN" like processes and is able to offer "TASTE from FOOD" with full traceability of the raw materials.</p> <p>Gentle processes & carrier materials from chicken guarantee impactful & authentic taste profiles.</p> <p>Close proximity and immediate raw material access leads to fresher taste delivery with less initial warmed over effects.</p> <p>Analytical knowhow, such as SymStixx®, large volume DHS, artificial mouth, etc., create signature profiles.</p>	 <p>Symrise values every part of the raw material source.</p> <p>Steering the supply chain from end to end ensures cost-effective solutions and maximum safety.</p> <p>Animal welfare is a key part on the innovation agenda, backed up with investments into state-of-the-art production facilities.</p>	 <p>Consumers can enjoy fresh, premium, authentic & impactful chicken taste profiles.</p> <p>Clean & clear labeling display understandable ingredients consumers know from their kitchen.</p> <p>Symrise provides the full chicken solution and translates culinary insights from its Chefs United® network into consumer preferred taste solutions.</p>

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About Symrise

Symrise is a global supplier of fragrances, flavors, 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. With sales of approximately € 3 billion

in 2017, Symrise is among the global leaders in the market for flavors and fragrances. Headquartered in Holzminden, Germany, the Group is represented with more than 90 sites in Europe, Africa and 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.

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