

Farm to Future

Industry-Leading Full-Stream Chicken Innovation

Symrise is leading the way in full-stream chicken innovation. Our unrivaled approach addresses everything, from predicting the next best selling flavor to offering the best quality through transparent, traceable sourcing.

We use the best of nature and the best of science to make yours the must-have item in every kitchen around the world.

Better still, our integrated solutions means that one partner is all you need.

At Symrise, you get the broadest capabilities, and the most genuine care.

Our 3D model unlocks every opportunity to offer purpose-built products for every customer, anywhere in the world:

DECODE

DESIGN

DELIVER

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DECODE

We Know What Your Consumers Want

Symrise leads the way in decoding the market, and predicting the future of chicken solutions. The next great taste awaits...and we've already discovered it.



Every region, every individual, has unique preferences. Whether they want home cooked, unctuous dark meat or daring new flavors, we use world class methods to predict ever-evolving consumer desires.

SENSORY MAPPING

2D → 3D

We use profile and perceptual maps to identify and compare key drivers of liking for broth and more.

ANALYSIS & MODELING

Sensory data → deeper level predictions

Large-scale data plus hedonic scores give high, mid-to-high, and lower levels of priority, enabling deeper predictive abilities.

SOPHISTICATED RANKING SYSTEMS

Descriptive → Prescriptive

Symrise's unique reaction and extraction capabilities create unique, novel flavors.

PROACTIVE DEVELOPMENT

Leveraging every team to shape the future

One example is a new technique called CFIR that creates aroma rich fat, 2-4x stronger than regular fat.

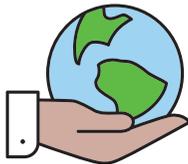
Symtrap and other techniques capture aroma to be added back to broth or compounded, post dosing, for other flavor uses. The result? Umami rich, craveable flavors.

We've mastered predictive capabilities for the top ranking flavors of tomorrow.

DESIGN

The Best Taste, and So Much More...

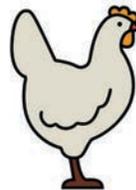
Are always on the cutting edge of what's next, forecasting ahead of the curve to deliver chicken innovation. We don't follow the trends — we design them.



We are global...

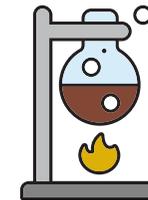
This means we have a global perspective but local execution.

It's the best of all worlds, with flavor designed for every palette worldwide.



We are capable...

We take every charge head-on, reducing barriers and designing precise chicken products that are healthy + taste good.



We are explorers...

From front end innovation and concept development to beating competitors in every race, we're the trusted partner to deliver the WOW...every time.

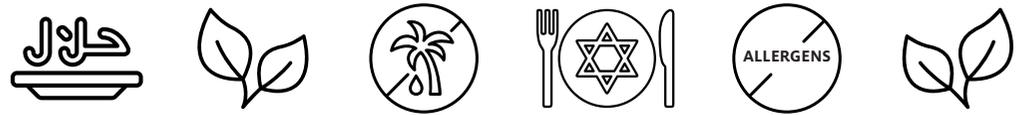
DELIVER

On Every Claim, Every Connection

As an integrated solution provider, we offer it all: research and development horsepower, fewer touchpoints for a cohesive experience, and support at every link of the supply chain.



Our global presence means we have expanded capabilities to make good on every claim, delivering the right chicken products that meet the right criteria... in every region.



Symrise safeguards animal welfare with gentle processing.



Symrise offers total transparency to support our claims.



Symrise sourcing methods represent high standards of ethics and efficiency.



Symrise offers pass through claims, making it easy for you to benefit from our rigorous practices.

The Best of Nature

The best choices get the best results



SUSTAINABILITY

Premium chicken products meet growing consumer demand for conscious consumption. Better for you, better for your customers, better for the environment.



SOURCING

Fresh ingredients are core to any successful culinary-first product. At Symrise, we have unwavering sourcing standards and a commitment to transparency every step of the way.



WE ALWAYS GO BACK TO NATURE

Symrise products are only made from 100% freshly cooked chicken meat. We use no taste enhancers or functional ingredients. The result? Increased flavor depth and fullness...a difference you (and your customers) will notice right away.

The Magic of Technology

We are always looking at processing capabilities and new technologies, then ways of integrating ingredients into flavor systems.



The technology to support chicken innovation has never been better, and Symrise is leading the way.

360° decoding — we perform end-to-end analyses for full-stream chicken innovation.



We pioneer breakthroughs in flavor analysis.

Quality raw materials, assessed for smell, sensory, taste, flavors.

Cost efficient formulations, created through cost-efficient, tech-driven processes.

Ongoing process stability optimization, and efficiency improvements.

Advanced scientific processes yield superior results.



COOKING



DEHYDRATION



EVAPORATION



REACTION



AND MORE!

Our processes in terms of cooking, dehydration, evaporation, reaction, and more are all major differentiating factors, setting Symrise apart from the rest.

We are on the cutting edge of novel techniques and capabilities that will change chicken forever.

SYMSTIXX

Our proprietary tool and process is highly sensitive and able to trace compounds, detecting flavorings and cross-checking with a database for the ultimate in precision flavoring.

Gold Standard Ingredients

*Get your ideas off the ground,
onto the shelf, and into your
customers' kitchens.*



Our products are crafted with integrity for every application.

When developing our chicken taste solution portfolio, we take food preparation methods into account.

We guarantee cooking stability and the desired taste performance of our solutions in your product.

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KITCHEN LAB

Our researchers operate in a fully-functional test kitchen for benchtop trials, designing and testing model systems, prototype development, and application creation.

The lab is equipped with commercial-scale cooking equipment, small-batch cook tank, pressure cooking vessels, texture analyzer, lab homogenizer, basic laboratory equipment, and a shelf-life study storage area.

INNOVATION CENTER

This facility is equipped with state-of-the-art cooking, separation, evaporation, and drying equipment.

If our customer can imagine it, we can trial it.

The advanced pilot plant is set up with full raw-material screening, cooking, separation, and drying capabilities.

We take great pride in our plant certifications and protection protocols that ensure safety and security for all stakeholders.



Experts in Chicken

Chicken is never going away - it's a big bet we placed and one that we'll follow into the future.

Our products are crafted with integrity for every application.

When developing our chicken taste solution portfolio, we take food preparation methods into account.

We guarantee cooking stability and the desired taste performance of our solutions in your product.



CHICKEN BROTHS

Classic comfort food, with a new twist
All variations for every application

CHICKEN EXTRACTS

Your customers' secret to cooking with more flavor
Culinary-first, instant, easy

MEAT POWDERS

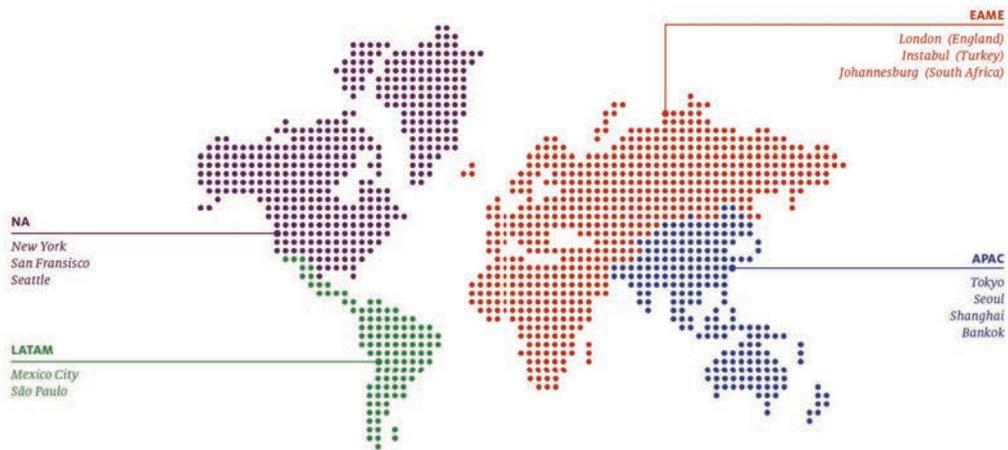
Clean, simple, naturally complete protein
Organic, non-GMO, and NAE options available

SPORTS NUTRITION

Advanced chicken protein isolates and concentrates
Redelivering chicken as the perfect protein

CHICKEN FATS

All of the "good fats," perfect for keto & paleo diets
Serving up chicken for all the latest diet and nutritional trends



Globally Oriented, Locally Minded

Symrise is a global brand, which shows up in our advanced capabilities to provide integrated solutions. You'll find us a one-stop-shop, from concept to creation, that enables your brand to launch new, popular products to market in record time.

We're tuned into international insights around consumer preferences, and this wide impact has a cascading effect for the businesses we work with.

The powerful advantage of partnering with a company like ours cannot be overstated, but we are equally impactful in context, on the ground, and on the shelves in individual regions worldwide.

We describe ourselves as globally oriented, locally minded: at Symrise, you get the best of it all, ready to scale, ready to serve.





Are You Ready to Send Your Next Chicken Product to Market?

Symrise is the partner you need.

Go to market with speed and cost-efficiency, bringing your customers what they want...every time.