

## Symrise to open innovation centre with Unilever

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### Integrated product development for a key customer's brand



In the so-called “Food Valley” of Wageningen in the Netherlands, Symrise pioneers a new approach by installing an innovation lab at the Unilever Foods Innovation Centre on the Wageningen Campus.

By having Symrise resources directly on the site of consumer goods manufacturer Unilever and by working together with scientists of the internationally renowned Wageningen University & Research, innovative culinary foods will be developed at a much faster pace.

This enables Symrise to thoroughly understand and deliver against its customer's needs. Knowledge exchange with customers and research institutes at joint facilities will serve as a successful model to achieve this.

The company is constantly innovating, bringing new authentic taste ideas to consumers' palates, meeting current and future requirements for healthier and more sustainable market products, such as plant-based foods and developing products for new consumption occasions like snacking and meal bridging.

Now, working together with Unilever, Symrise can help shape product development in an especially efficient way. For this purpose, Symrise is opening an application lab at Unilever's Foods Innovation Centre in Wageningen in the Netherlands. The state of the art creative center will comprise a flavor creation lab, an application kitchen and collaboration rooms that cover 120 square meters.

Symrise aims at working together with Unilever on many different levels. In addition to taste, sustainability ranks high on the agenda of both companies. Both their environmental and social commitments have been recognized on numerous occasions. This new, on-site approach to integrated product development allows for more scientific collaboration on the field of sustainability. Both society and consumers will profit from joint sustainable solutions.