

Symrise enters into partnership with Shan Foods in Pakistan

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Germany headquartered Symrise, a major producer of flavours and fragrances, has signed a partnership with manufacturer Shan Foods, Pakistan. This collaboration intends to deliver winning taste solutions for leading local and global consumer-preferred food brands. Symrise has been operating in Pakistan for many decades.

By joining forces, both partners want to advance the taste, nutrition & health food technology platforms in Pakistan. Also, Symrise and Shan Foods want to get in front of the market growth curve expected in the next few years.

Under the partnership, the companies will focus on developing, launching, and commercialising transformational food products. This includes general seasonings, bouillons, processed meat, snacks, and instant noodles.

Shan Foods is a global culinary brand with presence in over 75 countries over 5 continents with a strong manufacturing footprint across the globe (including Pakistan, UAE, KSA and UK) and is the market leader in Pakistan and UAE for recipe mixes.