FFOODS Spectrum
perspectives on food technologies & business
ASIA

Symrise and Shan Foods inaugurate production facility in Pakistan

30 September 2024 | News

The collaboration aims to deliver winning taste solutions for leading local and global consumer-preferred food brands



The collaboration aims to deliver winning taste solutions for leading local and global consumer-preferred food brands

Symrise, a global taste, nutrition, and health provider, has inaugurated a state-of-the-art international standard production facility in Pakistan in partnership with Shan Foods, the Global Culinary and Recipe Mixes Market Leader. The collaboration aims to deliver winning taste solutions for leading local and global consumer-preferred food brands. Symrise has been operating in Pakistan for many decades, and this local footprint with Shan Foods demonstrates its continued commitment to the country. Since 2005, Symrise has seen double-digit growth year-on-year with its partners across the Middle East and Pakistan region.

By joining forces, both partners intend to advance the provision of taste, nutrition, and health food technology platforms in Pakistan to stay ahead of the market growth curve expected in the next few years. The partnership aims to support key customers with speed to market through local manufacturing, leverage the best of science and nature of Symrise with Shan Foodsâ?? culinary expertise, co-develop consumer-led winning concepts for high-growth categories, and build sustainable employment opportunities.

Under the partnership, the companies will focus on developing, launching, and commercialising transformational food products including general seasonings, bouillons, processed meat, snacks, and instant noodles. Pakistanâ??s food industry

serves approximately 250 million consumers, is rapidly urbanising, and supports a dynamic young consumer base with changing key behavioural trends. Convenience and authentic taste are key consumer needs.