

CHAPTER 1: INTRODUCTION

1.1. History of PT. Symrise

PT. Symrise is a worldwide manufacturer of flavors and fragrances along with aroma chemicals and essential ingredients for cosmetics. This company formed through the merger of Haarmann & Reimer and Dragoco in 2003 with the company's logo of dragon and hummingbird which expresses the concept of symbiosis or the mutual growth of two businesses, brand, and clients. Both of these companies have a rich history dating back to 1874, with a strong emphasis on the area of flavor and fragrances. In 1874, they achieved a significant milestone by synthesizing vanillin. Symrise made a significant move by going public on the German Stock Exchange in 2006, marking it as the largest European IPO of that year. Over the past decade, Symrise has consistently expanded its successful track record. The company's headquarters are located in Holzminden, Germany, and they maintain regional headquarters in Rennes, France; Teterboro, New Jersey; São Paulo, Brazil; and Singapore.



Figure 1. Symrise's Logo

Symrise has also made strategic investments in the Jakarta, Indonesia site, culminating in the formal unveiling of an expanded innovation center on October 10, 2019. This state-of-the-art facility enables Symrise to develop innovative solutions for perfumes, cosmetics, food, and beverages, with a particular focus on meeting the unique needs of the Indonesian market. The facility also serves as a hub for engaging with customers on-site. Moreover, Symrise's acquisition of Diana Food which is called Business Unit (BU) Natural further solidifies its standing in the Indonesian and Southeast Asian markets. BU Natural, as a natural solution provider, brings expertise in sustainable and health-focused products that align with the growing consumer demand in the region. This acquisition allows Symrise to expand its portfolio and provide a wider range of innovative and natural solutions for fragrances, cosmetics, food, and beverages, catering to the specific needs of Indonesian consumers.

Notably, the Indonesian and Southeast Asian markets have a growing demand for sustainable and health-focused products. Symrise is actively supporting this trend by

providing efficient, sustainable, and natural solutions for consumer health and nutrition needs. As consumers increasingly adopt a holistic approach to well-being, Symrise offers health, flavor, and masking solutions that enable agile development of health-specific supplements, pharmaceuticals, and over-the-counter medicines. (Symrise, n.d.)

1.2. Vision and Mission

Vision:

PT. Symrise envisions itself as the foremost choice and a fully integrated partner in the journey of sustainable success with its valued customers. This vision underscores the company's commitment to becoming the preferred partner that customers select due to its relevance to their specific needs. PT. Symrise is dedicated to creating sustainable success that generates value and growth for all stakeholders, encompassing not only its employees and customers' employees but also a broader commitment to the well-being of the planet and all individuals touched by Symrise's operations. Their aspiration is to be fully integrated into customer partnerships, deeply embedded in the value chain, fostering win-win collaborations with customers and stakeholders.

Mission:

PT. Symrise is on a mission to provide delectable, functional, and sustainable solutions that empower winning brands. Their products are designed not only to enhance taste and functionality but also to have a positive impact on both people and the environment. Their mission revolves around delivering comprehensive solutions, going beyond mere products to add substantial value to their customers. PT. Symrise focuses its efforts on working closely with thriving and expanding brands that demonstrate success across various markets, actively participating in and contributing to their growth, thus allowing Symrise to share in their achievements.

1.3. Field of Activity

PT. Symrise operates with two distinct divisions: the Scent & Care division and the Taste, Nutrition, and Health (TNH) division. The TNH division primarily specializes in the creation of flavors tailored for human consumption and well-being. This encompasses a wide range of applications, from crafting flavors for beverages, sweets, and savory dishes to developing natural food products. Additionally, TNH extends its expertise to the realm of animal needs, offering solutions that enhance pet food palatability, provide essential nutrition, ensure protection, offer veterinary support, and promote the use of probiotics. On

the other hand, the Scent & Care division's focus lies in fragrance ingredients for body care products, including fine fragrances, oral care solutions, and active molecules that offer sun protection. Furthermore, this division delves into botanical extracts, catering to various aspects of personal care and well-being.

1.4. Organizational Structure

Due to data confidentiality of the company, the organizational structure cannot be discussed in this report.

1.5. Description of Sweet and Beverage Application Department

The Sweet and Beverage Application Department is a department focused on innovating beverages, baked goods, and dairy products by applying Symrise's flavor and taste balancing solutions. The application of flavor for each product depends on the solubility and the list of the flavors and ingredients used, which are classified as natural, natural identical, or artificial flavors. There are various taste balancing solutions included to achieve different goals. These solutions can be used to build umami, adding richness and complexity to the taste without the need for MSG or yeast. Also can improve mouthfeel, delivering a full-bodied experience in reformulated healthier products. Additionally, these solutions can mask off-notes to ensure great taste without undesirable flavors, rebalance sweetness perception, rebalance saltiness perception, and add exciting taste sensations such as cooling, warming, freshness, and juiciness.

Furthermore, the beverages category is quite diverse, encompassing flavored water, carbonated drinks, spirits, liqueurs, teas, and coffees. In addition to beverages, the department also covers baked goods products like cookies and soft-cake, as well as dairy products such as flavored milk, yogurt, condensed milk, and ice cream. Including ready-to-drink and powdered versions