

Press Release

March 3, 2025

Symrise and Infusd Nutrition announce groundbreaking partnership to revolutionize nutritional offerings in food, beverage, and supplement markets

Symrise, a global leader in flavor solutions, and Infusd Nutrition, an innovative solubility technology company, announce their strategic partnership to launch and distribute a new range of premium active ingredients.

Via their Taste, Nutrition & Health division, Symrise will launch an active living portfolio comprised of Infusd-enabled water-soluble ingredients. The premium actives range includes science-backed ingredients such as Omega-3. For the first time, these can be added at efficacious levels, with proven stability and great taste to finished consumer products.

This collaboration aims to transform the food, beverage, and supplement industries. It will provide the most popular fat-soluble and insoluble nutritional ingredients in an easy to formulate water-soluble form. The agreement leverages Symrise's product development, commercial and supply infrastructure. It will enable the delivery of integrated solutions to leading brands seeking a major point of difference from existing product lines in the market.

Infusd's proprietary technology transforms market categories by allowing hundreds of fat-soluble and insoluble ingredients to become valuable water-soluble ingredients. The technology unlocks products with increased benefits and cleaner labels across a wide range of applications including beverages, nutrient shots, and ready to mix powders.

Having gone fully operational last year, the Infusd technology platform is already working with a range of customers. The portfolio will launch into the market later this year. To support this, Infusd opened a large, globally certified manufacturing facility in New York state in 2024.

"We are excited to partner with Infusd to bring this breakthrough solubility technology to market, giving our customers access to premium health active ingredients that enhance product performance while meeting the demand for delicious, functional, and clean-label solutions," said Yannick LEEN, the Senior Director of the Health Business Unit (North America). "With our combined expertise, we ensure seamless integration into a wide range of applications—delivering superior quality, compliance, and value."

Infusd Co-Founder Jack MacDonald expanded on the potential collaboration, "We feel excited to collaborate with Symrise to launch this groundbreaking range of premium active ingredients. Our technology is setting new standards in the industry. It allows fully efficacious doses of science-backed nutritional ingredients to be seamlessly solubilized into popular consumer products. We

look forward to seeing them positively impact healthy product development and consumer satisfaction."

Infusd attends this year's Future Food Tech in San Francisco (March 13-14, 2025) as a featured presenter. The company would love to meet with anyone interested in learning more about their technology and partnership with Symrise.

About Infusd Nutrition:

Infusd Nutrition, established in 2023, is a manufacturer of innovative ingredients with wide scale applications across the beverage, nutrition, flavoring, and cosmetic markets. Infusd offers water-soluble concentrations of sought after fat soluble and insoluble nutrients.

Our proprietary technology has been developed through years of R&D and in collaboration with leading institutions in Canada. Infusd co-founder and chemical engineer, David Giffin, invented the technology while exploring opportunities to create better consumer products with Omega-3 hemp seed oil.

Infusd serves ingredient suppliers and CPG companies by; (1) supplying them directly with their desired ingredients manufactured at our facility in New York, USA; and (2) by entering licensing agreements surrounding their desired active and use case.

infusd.ca

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, as well as in North and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

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