

## Press Release

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# Symrise acquisition of Wing Pet Food in APAC now completed

- Accelerates diversification in the pet food application area
  - Extends access to highly attractive Asia/Pacific region
  - Strengthens Symrise's market position in palatability
  - Serves the Taste, Nutrition & Health ambition, reinforcing pet food footprint in Asia
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**Symrise announced that it has completed the acquisition of Wing Pet Food. The company formerly operated as Wing Biotech. It has established itself as a Chinese leader in pet food palatability enhancers and supplier of pet food nutrition and pet food protection ingredients.**

“With this step, Symrise has acquired additional capabilities for its Pet Food division. This acquisition will further strengthen our market position in the areas of pet food palatability. At the same time, it will accelerate our diversification in the areas of nutrition and food protection. Customers will definitely benefit from the enhanced value proposition we will jointly offer”, said Dr. Jean-Yves Parisot, President Taste, Nutrition & Health of Symrise AG.

Headquartered in Shanghai, Wing Pet Food's competitive portfolio will extend Symrise Pet Food's access to the highly attractive Asia/Pacific region (APAC). Experts consider it the fastest growing region for pet food applications globally.

“Joining forces with Wing Pet Food will open tremendous opportunities in the region”, says Alain Symoens, APAC General Manager for Symrise Pet Food. “This will enable us to provide pet food manufacturers with a wider range of products to support their product's positioning. We will also strengthen our footprint in APAC with Wing Pet Food proven sales organization and reliable operational network across China and in adjacent Asian markets.”

The teams will now work together towards a smooth integration.

Wing Pet Food operates with around 200 employees and a state-of-the-art Research & Development center in Shanghai. It also includes two high-standard production sites strategically situated in the Chinese provinces of Jiangxi and Jiangsu.

### **About Wing Pet Food:**

*Wing Pet Food, formerly known as Wing Biotech Co., Ltd., was established in 2007. As an R&D-oriented company. It focuses on developing and providing pet food palatability solutions as the initial core business. After more than 10 years of development, Wing Pet Food has grown into a high-tech firm with two business units, Wing Bio and Witts Bio, focusing on pet food palatability and health & nutrition respectively. Whilst gaining a firm foothold in the Chinese market, Wing Pet Food actively develops international business to serve overseas customers from Asia, Oceania, Africa, the Middle East etc. With continuous investment in research and development and constant improvement of*

supply chain capabilities and expertise, Wing Pet Food is committed to becoming a globally renowned pet food ingredient supplier and solution provider. It constantly endeavors to make the lives of pets better.

**About Symrise:**

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.8 billion in the 2021 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

[www.symrise.com](http://www.symrise.com)

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