MediaRoom

Kemin Food Technologies – EMEA Launches Next Generation of OLESSENCE™ Natural Solutions to Deliver Freshness and Enhance Flavour

Innovative products respond to rising consumer demand for fresh foods and label-friendly ingredients across Europe, the Middle East, and Africa

PARMA, Italy (September 10, 2025) – Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, has launched two sustainable and natural product extensions to expand its OLESSENCE™ product line: OLESSENCE™ P Dry and OLESSENCE™ G Liquid.

OLESSENCE P Dry brings freshness to the meat and poultry market, whereas OLESSENCE G Liquid is designed for a variety of food applications, including sauces and dips. Both products will complement the first-generation OLESSENCE™ B Liquid, which launched last year for the bakery segment. All formulations of the OLESSENCE line are now available for food producers in the EMEA (Europe, Middle East, and Africa) region.

OLESSENCE P Dry is a sustainable Mediterranean blend that combines two plant-based ingredients inspired by Mediterranean diets and biodiversity, aligning with modern consumer expectations. It is a meticulously formulated dry blend of plant extracts specifically designed to meet the needs of the meat and poultry industry.[1]

OLESSENCE G Liquid is a blend of flavourings that offers a promising natural and clean-label solution to enhance sensory attributes. It positively impacts the shelf life and quality of sauces, dips, bakery items, and various other food products. OLESSENCE G Liquid's active compounds also contribute to colour protection, helping delay enzymatic browning and increasing consumer satisfaction.[2]

A key feature of the OLESSENCE line is its unique combination of natural flavourings with olive extract, one of the most recognized ingredients among consumers.[3] The active compounds derived from these natural flavourings are known not only for their sensory benefits, but also for their secondary antioxidant properties, delaying product degradation and extending shelf life.

Naturality is a trend that's here to stay, and quality now holds a holistic meaning for consumers. In today's competitive food market, consumers are increasingly selecting products made with recognizable and trusted ingredients that reflect health, transparency, and naturality. Quality is no longer just a preference—it's a deciding factor.

"The OLESSENCE product line tastes like nature and is totally aligned with our core values and goals of providing natural and label-friendly solutions to the food industry," said Kelly De Vadder, Marketing Director, Kemin Food Technologies – EMEA. "We're excited to introduce new products to the OLESSENCE line that is designed to meet evolving consumer demands for natural, transparent, recognizable, and high-quality ingredients."

The OLESSENCE line was developed in response to the industry's growing commitment to sustainable and natural solutions, as well as the increasing demand from health-conscious consumers. Innovation, in this context, means delivering a portfolio of targeted solutions for diverse market segments, harnessing the power of nature to create ingredients that meet the expectations of both manufacturers and end consumers.

Click here to learn more about Kemin Food Technologies – EMEA's innovation for shelf life.

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About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, crop technologies, textile, biofuel, and animal vaccine industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety, and efficacy of food, feed, and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 3,000 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, Egypt, India, Italy, San Marino, Singapore, South Africa, and the United States.

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[1]Kemin Internal Document: MC-25-22665
[2]Kemin Internal Document: MC-25-22680
[3]Kemin Internal Document EPRE-25-3301

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