



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

METROZ ESSENCES SPA TO PRESENT EU-COMPLIANT SMOKE FLAVOURINGS AT IFFA 2025 IN FRANKFURT

Introducing the Smoke No Smoke™ Line: Innovative, Sustainable Flavour Solutions for the Meat Industry

MILAN, Italy, 30 April 2025 -- Metroz Essences SpA is pleased to announce its participation in IFFA 2025, the leading international trade fair for technology in meat and alternative proteins, taking place from 3 to 8 May 2025 at Messe Frankfurt, Germany.

At Hall 11.1, Stand D31, Metroz Essences will present its latest developments in flavouring solutions, including the debut of the Smoke No Smoke™ line. This new range of smoke flavourings is fully compliant with current European Union regulations and supports sustainable practices, offering versatile applications across various meat products. The Smoke No Smoke™ line is also Rainforest Alliance compliant.

Exclusively serving the B2B sector, Metroz Essences is a flavour house providing custom flavouring solutions across various industries, including the meat sector. With decades of experience, we deliver innovative, high-quality products that help our clients create outstanding taste experiences for their consumers.

IFFA 2025 is expected to host approximately 1,000 exhibitors from around 50 countries, covering an exhibition space of 116,000 square meters across Halls 8, 9, 11, and 12. The event serves as a global platform for industry professionals to explore the latest technologies, machinery, and solutions in meat processing and alternative proteins.

Our Commitment:

We are committed to high-quality flavour creation since the 1950s. Located just outside Milan, we blend Italian craftsmanship with advanced technology. We prioritise consumer safety, regulatory compliance, superior product quality, reliable technical support, and confidential collaboration with our clients.

Our flavourings are developed in hygienically controlled facilities, operating to HACCP and ISO standards. We are committed to helping our partners succeed with sustainable, compliant, and innovative flavour solutions.



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Highlights at Metroz Essences Hall 11.1 Stand D31:

- **Tailor-Made Solutions**: Discover our customised flavouring options designed to meet specific requirements in meat processing applications, for a variety of meats from different animals and application methods, in both powder and liquid form.
- **Smoke No Smoke™ Flavourings**: Experience our innovative smoke flavourings that deliver authentic taste while adhering to EU regulations and sustainability standards.
- **Rainforest-Safe Technology**: The Smoke No Smoke™ line represents the latest development in smoke flavourings permitted in the EU. Powered by state-of-the-art technology, this line is Rainforest Alliance compliant, paving the way for more sustainable options that deliver the same authentic smoke flavour consumers expect, without the traditional process of smoking with firewood.
- **Meet Our Expert Team**: Engage with our technical team members, who will be on hand to provide insights, answer questions, and discuss how our solutions can meet your specific needs. Don't miss the chance to meet Dott. Danilo Briguglio (Technical Manager), Dott.ssa Stefania Stucchi (R&D), and Dott.ssa Francesca Nervi (Quality Control).
- **Explore Collaboration Opportunities**: Learn how we can develop tailor-made flavour solutions for your unique meat products through close and confidential partnerships.

We look forward to sharing our expertise, reconnecting with long-standing partners, meeting new ones, and discovering the latest innovations that shape the meat industry.

Visit us at Hall 11.1, Stand D31 to discover how we can support your flavouring needs with customised, high-quality solutions.

For **more information about IFFA 2025**, including registration details and the event schedule, please visit [IFFA Messe Frankfurt](#).

To **register as a visitor**, click here: [Visitor Registration](#)

To **register as a journalist**, click here: [Press Accreditation](#)

Discover our company profile here: [Metroz Essences Exhibitor Profile](#)

For **more information about Metroz Essences' flavourings**, visit:

www.metrozessences.com

YouTube and X: @MetrozEssences



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About Metroz Essences SpA:

Metroz Essences SpA has maintained its tradition of tailor-made craftsmanship in flavour creation for the global food and beverage industry since the 1950s. Through our specialised Meat Division within R&D, we seamlessly blend Italian artisanship with cutting-edge technology to deliver exceptional flavour solutions for our partners in the B2B meat sector.

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About IFFA:

IFFA is the leading international trade fair for innovations in the meat and alternative protein industries, held every three years in Frankfurt am Main and organised by Messe Frankfurt. It brings together players from across the entire protein value chain—from processing and packaging technology to ingredients, flavourings, food safety, logistics, and product development.

With a history spanning more than 75 years, IFFA is recognised as the global meeting point for manufacturers, suppliers, and experts. In 2025, IFFA will take place from 3 to 8 May and is expected to host around 1,000 exhibitors from 50 countries, across 116,000 square metres in Halls 8, 9, 11, and 12. The event continues to champion innovation in food technology, with a focus on sustainability, automation, and alternative proteins.

Hashtag IFFA 2025:

#IFFA2025

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