



FOR IMMEDIATE RELEASE

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Wixon Will Serve Exotic, Reduced Sodium Snacks at SNAXPO

ST. FRANCIS, Wis. –Wixon Inc. is set to feature the latest in healthy, distinctive mealtime-themed snacks at the SNAXPO exposition, March 3 to 5, at the Fort Worth Convention Center. Visitors to Wixon booth 638 can sample reduced sodium and reduced sugar chips and snacks that showcase the company's more than 100 years of seasoning expertise with unique and innovative flavor profiles.

Mealtime snacking can be healthier with the incorporation of Wixon's KClean™ Salt and Mag-nifique™ Sweet Lift technologies. Comprised of all-natural flavors, KClean Salt looks, tastes, and mimics the texture of regular table salt while reducing sodium content and removing bitter, metallic aftertastes. It can be used in any high-sodium product including popcorn, French fries, potato chips, and any snack food. Sweet Lift has a synergetic effect with sugar that enhances perceived sweetness in any sugar application. Customers can actually use less sugar without adding calories or a lingering aftertaste. Sweet Lift is ideal for desserts and any food or beverage that contains sugar.

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Wixon’s snacking “courses” include:

Breakfast

- **Skillet Scrambler Potato Balls (made with KCLean Salt):** Featuring a 28% reduction in sodium, this snack tosses up rich cheese, bacon, and egg, and infuses it with roasted garlic and smoked paprika.
- **French Toast Corn Puffs (made with Sweet Lift):** Reducing sugar by 43%, this delectable puff features a medley of cinnamon, nutmeg, vanilla, maple, combined with butter and white and brown sugars.

Lunch

- **Chicken Soup Corn Puffs (made with KCLean Salt):** Like the comforting classic, this snack reduces sodium by 39% and blends chicken broth, carrots, celery, and cream with spices like onion and garlic.
- **Cheeseburger Potato Chips (made with KCLean Salt):** Featuring a 29% reduction in sodium, these chips are a healthy alternative to the real thing. Beef, cheese, onion, and tomato, seemingly topped with mustard, taste flame-grilled fresh.

Dinner

- **BBQ Baby Back Ribs Potato Chips (made with Sweet Lift & KCLean Salt):** Sweet flavors of honey, sugar, and tomato combine with the zest of Worcestershire, smoke, and chili peppers to create a tangy chip that reduces sugar by 34% and sodium by 38%.
- **Baked Mac & Cheese Corn Puffs (made with KCLean Salt):** Reducing sodium by 36%, these puffs mimic that homemade goodness of its namesake. A variety of cheeses, including cheddar, Parmesan, and blue, blend with butter, milk, roasted garlic, and smoked paprika for a lush taste.
- **Sweet Potato Pie Chips (made with Sweet Lift):** Developed in a sweet potato chip base, this snack infuses brown and white sugar with vanilla and marshmallow. A fusion of spices, including cinnamon, nutmeg, allspice, ginger, and cloves, round out this chip with a 51% reduction in sugar.

Samples of potato chips made with traditional table salt and KCLean Salt, as well as Teriyaki, Spicy, and Wasabi Shelf-Stable Meat Sticks, also will be available.

“In response to our research and customer demand for healthy, great-tasting snacks, we are pleased to introduce these newest additions to Wixon’s extensive line of flavor profiles and seasonings,” says Chuck Ehemann, executive vice president for Wixon. “The KCLean Salt and Sweet Lift technologies demonstrate that food and beverage products really can have it all – reduced sodium and enhanced sweetness without compromising on taste.”

Wixon is a fully integrated food and beverage ingredient leader providing custom-ground spices, blended seasonings, flavor technologies, protein expertise, and consumer products and packaging. Wixon’s brand promise of Service Driven Culinary Science gives customers the added benefit of food technology enhanced by the creativity of culinary arts. With its advanced scientific and culinary capabilities combined with a passion for service, Wixon drives innovation and provides solutions for its customers. Besides custom flavor formulations, Wixon offers R&D, product development, packaging options, inventory management, and just-in-time delivery. Wixon is ISO9001 certified and QAI Organic Certified. It celebrated its 100th Anniversary in 2007. Its campus is located at 1390 E. Bolivar Ave. in the Milwaukee suburb of St. Francis, Wis., 53235. More information on Wixon or any of its products may be obtained at www.wixon.com or by calling (414) 769-3000.

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