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Flavor Palette from Foods Around the World Inspire Wixon's Newest Ethnic Flavoring and Spice Blends

ST. FRANCIS, Wis. – Consumers are clamoring for new, authentic ethnic flavorings and Wixon, Inc. offers food producers higher-end seasonings that reflect consumers' increasingly sophisticated taste buds.

“Research shows ethnic food sales are on the upswing because consumers want to bring home the new tastes they experience in their travels or from eating in restaurants,” said Bob Kaminski, Wixon's Director of New Products.

“Consumers are no longer satisfied with mundane flavors tastes or what they are used to eating. They want more sophisticated blends based on what they are dining on when they go abroad, whether it is to Island destinations or to Mediterranean and South American climates,” Kaminski said.

“This is the driving force behind Wixon's continuing research to create new flavorings that taste great and additionally are better for you with 50 percent less sodium additives such as KCLean Salt,” he said.

The food technologists and chefs in Wixon's Industrial Ingredients kitchen are knowledgeable about the trends and translate them into blends that consumer products producers can use to market to their customers' tastes.

“As providers to food producers, Wixon keeps abreast of international foodie trends. We analyze, test, taste, compare, and provide what is not only current, but cutting-edge in spice, seasoning, and flavoring blends,” Kaminski said.

Among the innovative blends Wixon has developed from around the world include flavorings from Athens, Jamaica, Cuba, Morocco, and the Mexican Baja.

- The taste of Greece is in the sauce made of garlic, onion, red, green, and black peppers, oregano, Feta-flavored cheese, and sun-dried tomatoes, when combined with the vegetables creates the perfect Eastern Mediterranean taste. Application suggestions from the Industrial Ingredients kitchen of Wixon include green and yellow beans, sliced black olives, vine ripe tomatoes, chopped onion and bowtie pasta.
- A Cuban blend is doused in fresh herbs, cumin, onion, and garlic and based in chicken flavor. Combined with red and green bell pepper, broccoli, chopped onion and a healthy smatter of black beans, the diner is transported to Havana.
- A lightly spicy Moroccan mixture combines authentic spices from the sunny Mediterranean. Black pepper, nutmeg cardamom clove, chili pepper, coriander, cumin, anise and cinnamon are combined for that perfect taste of North Africa.
- Inspired by the Baja region of Mexico, a sauce that has red pepper, tomato, beef, and garlic, spices up a mix of brown rice, black, pinto and red kidney beans, corn, zucchini, yellow squash, red, green and yellow pepper, tomatoes, and cilantro.
- Sweet and savory inspired by the kitchens of Jamaica where full-bodied sauces of mango, sweet, red pepper, cinnamon, allspice, garlic and onion – blends that make the diner exclaim, ‘Yah Mon!’

“Traditional vegetables, like corn and spinach, just aren’t exciting and sprinkling some seasoning on them doesn’t create the taste people want. But our customers’ end users don’t know what spices to use or how much. Our approach is to solve that mystery so that food producers/processors can offer new flavors with the right blend of the right spices in the right balance,” Kaminski said.

Wixon, Inc. is one of the nation’s leading producers of food ingredients, including custom-ground spices, blended seasonings, sweet and savory flavors, and a variety of other finished products. Additionally, Wixon offers R&D services as well as product

development, packaging, warehousing, and delivery to the food and beverage industry. Wixon was one of the first major food companies in the nation to become certified under the ISO9001:2000 standard. Wixon celebrated its 100th Anniversary in 2007.

Its campus is located at 1390 E. Bolivar Ave. in the Milwaukee suburb of St. Francis, WI 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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