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New Flavors for Baking Mixes, Quick Breads, and Desserts from Wixon

St. Francis, WI- New baking mixes, quick breads, and dessert mix flavors are offered by Wixon, Inc. As a manufacturer of seasonings, flavors, and ingredients for the food and beverage industry, the company continually develops new flavors to meet customer demands and to keep with current and emerging trends.

The newest offering of a dessert mix is Cotton Candy Crème Brulee, which uses cotton candy flavoring and is prepared with heavy cream. Before serving, cotton candy colored sprinkles are added. "While consumers continue to pursue foods that are healthy, they still want a treat that satisfies their sweet tooth. Chocolate and fruit are important elements of this trend," said Kim Holman, Director of Marketing for Wixon.

Baking mix flavors include Berry Bold Chocolate Raspberry, Intensely Chocolate Coffee, and Triple Treat White Chocolate Raspberry. These baking mixes are prepared with milk, eggs, and oil as cakes, cupcakes or cookies.

"The new flavors are in response to customer requests for new ideas or for specific flavor details," said Susan Munkwitz, senior food technologist for Wixon. "The three flavored baking mixes and Cotton Candy Crème Brulee dessert mix were developed for celebrating a special occasion with food products that are not typically found in grocery stores. The baking mixes might have an icing or sweet sauce and sprinkles to complement its flavor profile."

New quick bread mixes include Jazzy Lemon Raspberry, Zesty Cranberry Orange (containing dried cranberries), Decadent Chocolate Amaretto, and Daredevil Cinnamon with Streusel (cinnamon and brown sugar) topping.

The Jazzy Lemon Raspberry and Zesty Cranberry Orange quick bread mixes are prepared with milk, eggs, and oil. The Decadent Chocolate Amaretto mix is prepared with water and sour cream. The Daredevil Cinnamon mix is prepared with water, eggs, and oil, with the streusel topping prepared with butter. All of these can be baked in a loaf pan or a muffin pan.

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 <http://www.wixon.com/> or by calling (414) 769-3000.

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