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Wednesday, August 25, 2010

New Products from Wixon Feature Stevia - Without the Aftertaste

ST. FRANCIS, Wis. – Wixon Inc. has introduced its latest innovative offerings for the food and beverage industry with the incorporation of the popular sweetener stevia and Wixon's own Mag-nifique™ for Stevia, a universal taste modifier.

Stevia, a Latin American herb with leaf extracts having two hundred times the sweetness of sugar with a longer duration of taste, has quickly grown in demand as consumers continue to seek out healthy, natural alternatives to foods commonly containing high levels of sugar. Mag-nifique for Stevia enhances sweetness with natural flavors while reducing the bitter aftertaste that can occur when stevia is used at high concentrations. Food processors and snack companies will be able to manage costs by using less stevia because of the synergistic effect of Mag-nifique for Stevia that allows for increased sweetness.

Wixon's new products that contain stevia and Mag-nifique for Stevia include:

Low-Sugar Teriyaki Beef Jerky – A healthier alternative to traditional beef jerky, this reduced-sugar, high-protein snack features a complete flavor system including Wixon's proprietary masking technologies. Just like full-sugar beef jerky, this product also is ideal for on-the-go appetites and is shelf-stable.

- More -

No Sugar Spiced Mango Pomegranate Sweet Bean Spread - This smooth, sweet spread is made from cannellini beans and is a nutritious and filling substitute for flavored cream cheese spreads. A low-sodium, fat-free condiment featuring natural mango flavors and antioxidant-rich pomegranate, no sugar is added but instead enhanced with cinnamon and hints of ginger and citrus.

Skinny Margarita Mix - A cocktail with no guilt, the Skinny Margarita Mix creates a traditional drink on the rocks. This easy to prepare drink mix contains no added sugar and is a good source of fiber. Add water, ice, tequila, and triple sec for a low-calorie version of the original classic beverage.

Slim Apple Cinnamon Quick Bread - This no-sugar added quick bread mix provides a well-balanced alternative to traditional full-sugar bread mixes. Apple and a hint of the spice of cinnamon create a bread that can be enjoyed without sacrificing flavor or sweetness.

Maple Breakfast Sausage - A no-sugar, high-protein version of the favorite breakfast side, this sausage can be sold as a dry blend to manufacturers and also used for a variety of meat applications. A touch of maple makes it rich without adding extra calories.

“We are excited to announce our newest offerings that help meet consumer’s demands for more nutritious food and beverage items,” says Mariano Gascon, vice president of research and development for Wixon. “Our research on the latest trends has shown that stevia will only continue to rise in popularity, and the incorporation of Mag-nifique for Stevia into these products improves the taste profile without adding unwanted nutritional consequences. Fitting for health-conscious consumers and those on sugar-restricted diets, Wixon offers a natural alternative to some of the most classic menu items while integrating the latest in flavor technologies.”

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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