

Wix-Fresh™ OatMax

Naturally Enhances shelf-life

Wix-Fresh™
OatMax

...while promoting Moisture & Flavor Retention

Wix-Fresh™ – Makes all the Difference!

Wix-Fresh OatMax is an all natural “oat-derived” ingredient technology developed from the Meat Scientists and Technical experts at Wixon. OatMax promotes moisture, extends shelf-life and enhances the inherent overall savory notes in further processed meat, so you can balance costs and maximize flavor at the same time. OatMax is a natural meat ingredient which adds the benefit of fiber, oat-healthy ingredients and provides a clean friendly non-allergen label.

OatMax increases mouthfeel while simultaneously increasing water retention up to 15X of the OatMax inclusion rate of up to 1.5%. This allows moisture enhancement and increases yields in a variety of meat applications. OatMax provides a neutral taste and no visual distractions, while providing an antioxidant benefit. It offers an even distribution within the blend and finished product.

OatMax is highly effective in conjunction with ground, emulsified and other applications, regardless of species with minimal impact regarding pH.



Wix-Fresh™ OatMax

Fast Facts

Benefits

- Promotes moisture retention
- No off flavors or visual distractions
- Even distribution within blend
- Enhances overall savory notes and reduces warmed over flavor
- An antioxidant that Inhibits oxidation and extends shelf-life

What is OatMax? An oat-based proprietary Wixon technology with antioxidant and flavor enhancement capabilities.

Label Claims

- Isolated Oat Product, Natural flavor, Carrier (customer specific)

Applications

- Fresh, frozen, pre-cooked, further processed meats.

Wix-Fresh™ OatMax Cost Advantage

Application: Savory Flavored Beef Patty

	Control	Wix-Fresh™ OatMax
Product:	75% Lean Ground Beef* (0.2% water, 0.60% salt & 2.0% seasoning)	75% Lean Ground Beef* (13% water, 0.60% salt, 2.0% seasoning & 1.55% OatMax)
Cost:	\$1.1590 per lb.	\$1.0940 per lb.

\$0.0650 per lb. savings

*Based on \$1.1308 per lb market price