



FOR IMMEDIATE RELEASE

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Wixon Will Showcase Protein Capabilities at Annual Meat Conference

ST. FRANCIS, Wis. – Demonstrating its protein expertise and technologies for meat products, the Wixon Protein Group of Wixon Inc. will exhibit at the Annual Meat Conference, March 7 to 9, at the Rosen Shingle Creek in Orlando. Visitors to Wixon booth 607 will be served samples of Reduced Sodium Turducken Sliced Luncheon Meat, Buffalo Turkey Sliders, and Sweet Chili Lime Sausage Snack.

Providing benefits to their clients but also to their clients' customers, the Reduced Sodium Turducken Sliced Luncheon Meat is made with KCLean Salt™. Made with all-natural flavors but only half the sodium of regular table salt, the Turducken Sliced Luncheon Meat delivers the classic salty taste. The Buffalo Turkey Sliders, made with Wix-Fresh™ OatMax, feature increased moisture retention, shelf-life, and overall savory notes while reducing the warmed-over flavor often found in pre-cooked meats. The Sweet Chili Lime Sausage Snack demonstrates Wixon's flavor systems and antioxidant protection capabilities with a unique flavor profile that puts a tangy spin on protein.

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The new products were developed in Wixon's Meat and Poultry Pilot Plant by the company's Protein Group Division. Staffed by meat scientists, flavor chemists, food technologists, and analytical and quality experts, the team is adept at everything from ideation and R&D to flavor mapping and product prototypes. Wixon's customized protein seasonings and flavor systems can be used in a variety of applications, including rubs, marinades, breadings and batters, gravies, dipping sauces, and more. The company's Wix-Fresh technologies target flavor issues including shelf-life extension and meat flavor enhancement.

The Pilot Plant includes state-of-the-art features, which enable production of finished products for immediate testing, including tumblers, automated injector system, grinders, stuffers, patty makers, steam kettle, vacuum packaging, retail tray overwrap unit, breading and batter capabilities, walk-in freezers/coolers, chilled processing room, smokehouse, and linear cook capabilities. An in-house regulatory department counsels on appropriate adherence from label requirements to nutritional content.

"We are looking forward to showcasing the latest in Wixon's innovative meat technologies at the Annual Meat Conference," says Ron Ratz, director of protein development for Wixon. "Our expertise in science, service, and solutions allows us to truly be a best in class protein group partner and deliver added value to our customers."

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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