



FOR IMMEDIATE RELEASE

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The School of Fire BBQ Team Sponsored By Wixon to Bring Protein Expertise to National Competitions

ST. FRANCIS, Wis. – The School of Fire BBQ Team Sponsored by Wixon, led by Mathew Freistadt, Corporate Chef/Manager Culinary R&D, will participate in several national barbeque competitions throughout the summer. Wixon is a manufacturer of seasonings, flavors, ingredients, and consumer products for the food and beverage industry. Wixon, an expert for more than a century in protein products, including marinades, sauces, rubs, and more, will sponsor the School of Fire BBQ Team all season.

The Team will compete in the following events:

- Labatt Blue BBQ & Blues Throwdown State Championship Competition; June 17-18; Genesee County Fair Grounds, Mt. Morris, Mich. (a Kansas City Barbeque Society-sanctioned event)
- UP Hog Wild State Championship BBQ Competition; July 15-16; Lodal Park, Kingsford, Mich. (a Kansas City Barbeque Society-sanctioned event)
- Big Island BBQ State Championship; Aug. 26-27; Freeborn County Fairgrounds, Albert Lea, Minn. (a Kansas City Barbeque Society-sanctioned event)
- “Praise the Lard” Murphysboro Barbeque Cook-Off; Sept. 22-24; 17th Street Bar & Grill, Murphysboro, Ill. (a dual-sanctioned event by the Memphis Barbeque Network and the Kansas City Barbeque Society)

- Central Illinois Bragging Rights State Championship; Oct. 7-8; downtown Arthur, Ill. (a Kansas City Barbeque Society-sanctioned event)

Chef Matt, as he is known, is a graduate of the Culinary Institute of America (CIA) and has worked in nearly every facet of the food business over the past 25 years. He has been employed as a director of R&D, held numerous product development positions, and served as a chef in several five-star award-winning kitchens. A member of the Research Chefs Association and the Kansas City Barbeque Society, Chef Matt has regularly competed on the circuit for the past nine years. He frequently completes continuing education courses on menu innovation from the CIA.

“We are proud to have The School of Fire BBQ Team participate in these nationally-recognized, sanctioned barbeque competitions,” says Chuck Ehemann, Wixon’s executive vice president. “With Chef Matt’s passion and breadth of experience in all types of on-trend barbeque, combined with Wixon’s expertise in the protein industry, we expect to place well, if not first, in these contests.”

Founded in 1907, Wixon is a fully integrated food and beverage ingredient leader providing flavor technologies, custom-ground spices, blended seasonings, protein expertise, foodservice and menu solutions, 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. Located in St. Francis, Wis., a suburb of Milwaukee, Wixon is ISO9001 certified and QAI Organic Certified. 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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