



FOR IMMEDIATE RELEASE

Contact: Mark McLaughlin
Ron Sonntag Public Relations
Phone: (414) 354-0200 ext: 106
E-mail: Mark@rspr.com

Thursday, January 21, 2010

Wixon VP of R&D to Present at Stevia World Americas

ST. FRANCIS, Wis. – Mariano Gascon, vice president of research and development for Wixon Inc., will discuss how to mask off-notes and enhance sweetness with flavor modifiers for stevia, Thurs., Feb. 25, at the Stevia World Americas conference. Held at the W Atlanta Midtown Hotel, the conference will examine how to advance stevia's position as a mainstream sweetener while improving its taste profile and ensuring the reliability of quality and supply.

Gascon will detail stevia vis-à-vis sugar and other high-intensity sweeteners, describe the silver lining of flavor modifiers, and present a tasting session.

As vice president of research and development, Gascon directs product and food technology developments through Wixon's staff of food technologists, flavorists, and research professionals. He joined Wixon in 1997 as flavor lab director from Virginia Dare, New York, and International Flavor & Fragrances Inc., Mexico. His experience in creating flavors spans nearly 20 years and includes many successes in developing new products and masking unwanted notes for clients. Under Gascon's direction, the Magnifique™ line of flavor modifiers was developed.

- More -

Gascon is a certified flavor chemist and has served as president of the Society of Flavor Chemists. He also is a member of the Institute of Food Technologists (IFT) and the American Association of Candy Technologists (AACT). He is known internationally for his work in flavors and ingredients and has been published in “Modifying Flavour in Food” (2007) contributing “Masking Agents for Use in Foods.”

He earned a bachelor’s degree in biochemical engineering with a major in food sciences from the National School of Biological Sciences of the National Polytechnic Institute, Mexico City, a master’s degree in product development from Northwestern University, and a chef certificate from Kendall College, Chicago.

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.

###