



FOR IMMEDIATE RELEASE

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

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Wix-Fresh[™] OatMax from Wixon Naturally Enhances Shelf-Life

ST. FRANCIS, Wis. – Wixon, Inc. has expanded its Wix-Fresh line to include Wix-Fresh[™] OatMax, a flavor modifier that extends the shelf-life of meat and poultry products while promoting moisture and flavor retention.

A proprietary blend of all-natural oat-derived ingredient technology, Wix-Fresh OatMax adds the benefits of fiber, enhances the overall savory notes of protein, and reduces the warmed-over flavor often found in pre-cooked meats. Wix-Fresh OatMax increases mouthfeel while simultaneously increasing moisture retention up to 15 times of the OatMax inclusion rate of up to 1.5%, allowing for greater yields in a variety of meat applications. The flavor modifier provides a natural, neutral taste and offers an even distribution within the blend, while inhibiting oxidation to give seasoning and flavor systems a longer shelf life.

“Wix-Fresh OatMax is a cost-effective, value-added antioxidant flavor potentiator,” says Ron Ratz, Wixon’s director of protein development. “A terrific alternative to other meat extenders such as soy or starch, this flavor modifier intensifies inherent savory notes without adding any visual distractions or off flavors that could negatively impact product taste.”

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Wix-Fresh OatMax can be used in applications that include fresh, frozen, pre-cooked, and further-processed meats. The product is highly effective in conjunction with ground, emulsified, and internal addition uses, regardless of species, with minimal impact to pH.

Complimentary samples of Wix-Fresh OatMax may be obtained by contacting Wixon at (414) 769-3000, faxing requests to (414) 769-3024, or by e-mailing Samples@wixon.com.

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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