



FLAVORS • SEASONINGS • TECHNOLOGY

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FOR IMMEDIATE RELEASE

## Wixon's New Batters and Breadings Spice Up Sausage Applications

### Innovative Flavors Offer Options for Proteins

ST. FRANCIS, WI - New flavorings for battered and breaded proteins and companion sauces are now offered by Wixon, Inc. "We have developed new flavor profiles to meet food producers demand for easy-to-fix appetizers that also provide the hot, smoky, spicy and savory tastes that are a growing consumer trend," said Bob Kaegi, Wixon's director of spice and seasonings. "Many of our customers are incorporating these innovative and flavorful battered and breaded options with their proteins, especially sausage, bratwurst and chicken."

New sweet and savory coatings developed by Wixon's Protein Applications lab include Jambalaya, Sautéed Onion, Grilled Onion, Italian, and Smoky Chipotle. Developed for sausage applications, they maintain their flavor integrity through the Wix-Fresh frying stabilization system for fresh and pre-cooked meats, which inhibits oxidization, stabilizes seasoning and spice notes, potentiates savory notes and reduces the warmed-over flavor. The process also prolongs shelf life.

Wixon's flavor technologists also developed companion sauces for the battered and breaded proteins including Sweet Bourbon Whiskey, a sweet hardy dark brown sauce with minced onion; and Creamy Kung Pao, a sweet, orange-yellow colored mayonnaise with red bell pepper bits. Other sauce creations include Grilled Onion, Chipotle Citrus, and Raspberry Chipotle Marinade.

"These flavors incorporate ethnic and emerging taste and appetizer trends and add interest to protein applications," Kaegi said.

Wixon, Inc. is one of the nation's leading producers of food ingredients, including custom-ground spices, blended seasonings, sweet and savory flavors, and a variety of other finished products. Additionally, Wixon offers R&D services as well as product development, packaging, warehousing, and delivery to the food and beverage industry. Wixon was one of the first major food companies in the nation to become certified under the ISO9001:2000 standard. Wixon celebrated its 100th Anniversary in 2007.

Its campus is located at 1390 E. Bolivar Ave. in the Milwaukee suburb of St. Francis, WI 53235. More information on Wixon or any of its products may be obtained at [www.wixon.com](http://www.wixon.com), or by calling (414) 769-3000.

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