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Wixon’s New Brand Promise Reflects Its Service to Customers

ST. FRANCIS, Wis. – Wixon, a manufacturer of seasonings, flavors, and ingredients for the food and beverage industry, has launched a new brand promise and enhanced service capabilities, which reflect its passion for food and its passion for providing innovative solutions for its customers.

“Our new brand promise is ‘Service Driven Culinary Science,’ which embodies what we are all about; we are a service company,” said Peter Gottsacker, Wixon president. “Our products are a result of time, effort, and getting it right for our customers.”

According to Gottsacker, Wixon, established in 1907, traditionally has been strong technically, but now is offering more service to its customers by incorporating the science and technology with the culinary artistry of chefs. That includes the hiring of a corporate chef and building a 4,200-square-foot Wixon Innovation Center for Culinary & Protein.

“We are blending the art of culinary with the scientific part of product development and driving innovation for our customers,” he said.

While Wixon's food technologists focus on the microbiological and chemical make-up of ingredients, the corporate chef's creativity and innovation will drive the taste, texture, and visual appeal that consumers look for in food.

"Food is a sensory experience; taste, smell and presentation are all part of the dining experience. Our chef and the capabilities we have in the culinary center will help our customers provide the end product consumers want," Gottsacker said.

Gottsacker explains that consumers are more sophisticated in their food choices and demanding more differentiation. "They're watching television shows with top chefs and traveling globally. The smells and tastes from around the world, they want to experience in their foods here. It's an explosion of sophistication of the American palette," he said. "Our chef will excite the foodies with new ideas and making food taste good."

He added that many of Wixon's customers don't have corporate chefs or full time R&D departments and Wixon's corporate chef will be able to partner with them. "This is where we can help them," Gottsacker said. "We are able to identify the latest in food trends, do the development and testing, and provide ingredients to keep our customers' products cutting edge."

Wixon's corporate chef also is value-added to customers that have their own chefs on staff.

"Chefs like to talk with other chefs," Gottsacker said. "So when we present a new product, the fact that a chef can convey to his counterpart the nuances of flavor, taste, smell, and mouthfeel, it becomes a more meaningful exchange."

Other Wixon services include custom flavor formulations, adjustable lead times, packaging options, inventory management, and just-in-time delivery. Slated to go online in August 2008 is a service-oriented Web site, designed for customers to receive answers and solutions to their questions/challenges.

"Wixon is providing service at all levels within the organization," Gottsacker said. "If we are not adding value every time we touch or meet with a customer, then we are not doing our jobs. Whether it is trends or new product development or an innovative packaging solution, we want to add value at every turn."

The brand launch includes updated sales collateral and a new logo and a tagline, “Blending innovation with a passion for service.”

“The logo reflects what is going on in our company,” Gottsacker said. “Before, we had block letters; now our logo is more artistic and conveys creativity and energy. It symbolizes our new direction. Food is about new trends and new experiences and our new logo and the tagline is reflecting that evolution.”

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 or by calling (414) 769-3000.

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