



## **FOR IMMEDIATE RELEASE**

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# **Wixon's Chef to Bring Flavor Expertise to Jack Daniel's World Championship**

**ST. FRANCIS, Wis.** – Mathew Freistadt, Corporate Chef/Manager Culinary R&D for Wixon, will participate in the Jack Daniel's World Championship Invitational Barbeque competition, Sat., Oct. 22, at Lynchburg Square & Wiseman Park in Lynchburg, Tenn. Chef Matt, also known from "The School of Fire BBQ Team," will be assisting Wisconsin team "The 2 Fat Bikers" throughout "The Jack" Invitational. Wixon, an industry expert for more than a century in protein products, including marinades, sauces, rubs, and more, has sponsored its Corporate Chef and his School of Fire BBQ Team at numerous barbeque events throughout the fall.

The 2 Fat Bikers will be lead by veteran champion cook Buzz Dean. In addition, The School of Fire's Phil Wingo will also be on staff. Chef Matt will be collaborating with fellow team members on the sauce part of the competition; his sauces have placed first at several other national barbeque competitions. A protégé of Dean, Chef Matt has cooked with him multiple times over the past several years.

"The School of Fire is honored and excited to join forces with Buzz Dean and 2 Fat Bikers for The Jack Invitational," says Chef Matt. "As part of the only Wisconsin team represented at this prestigious event, we expect to place well, if not first, in the competition."

To qualify for The Jack, U.S. teams must have already won a competition in which 50 or more teams participated, or they must have won a competition of at least 25 teams that has been designated a "state championship." The final competitors are then selected during a blind drawing of all eligible teams in early September.

Chef Matt 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.

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](http://www.wixon.com) or by calling (414) 769-3000.

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