



FOR IMMEDIATE RELEASE

Contact: Mark McLaughlin
Ron Sonntag Public Relations
Phone: (414) 354-0200 x106
E-mail: Mark@rspr.com

Tuesday, November 5, 2013

Wixon to Showcase Latest On-Trend Menu Items at CIA's Worlds of Flavor

ST. FRANCIS, Wis. – Wixon will feature innovative menu concepts inspired by Millennial and American flavor trends and crafted by its new Corporate Chef, Steve Padley, at The Culinary Institute of America's (CIA) Worlds of Flavor International Conference & Festival. The Conference will be held Nov. 14-16 at CIA at Greystone in Napa Valley.

Wixon will serve samples of simply-prepared food items, the Cheddar Brat Shooter and Green Apple Greek Yogurt Push-Up, at the first floor Flavor Bar on Nov. 14 at 4:30 p.m. and Nov. 15 at 3:45 p.m. The menu concepts were developed in Wixon's Innovation Center and from globally-sourced ingredients by The Wixon Foodservice Group, a team of seasoned flavor chemists, meat scientists, food technologists, and Corporate Chef Steve Padley. Padley has spent more than 20 years driving new product development for the foodservice and industrial ingredient markets.

Millennials – born between 1981 and 2000 – seek to “experience” food, particularly when on the go. They enjoy fun, big flavors, snacking, and handheld items. Both of the new menu concepts satisfy Millennial preferences.

The Cheddar Brat Shooter features a grilled Wisconsin bratwurst, crisp smoked dill pickle, and a rye crouton served in a shooter glass of stout beer cheddar cheese soup. The “shooter” is a premium shot of soup with all the trimmings, for a full effect of flavor. Pair Wixon's Brat Seasoning Mix with sausage for a zesty grilled taste. The Smoked Pickle Mix for heated vinegar and cucumbers produces pickled cucumbers that can be refrigerated for several days while maintaining a fresh taste. Cheddar Soup Mix, plus chicken stock, cheese, and heavy cream, creates a rich and thick creamy soup to top off the brat, pickle, and crouton.

The Green Apple Greek Yogurt Push-Up is a layered, brightly-colored mix of salted caramel, green apple, and Greek yogurt. The Push-Up allows the consumer to have a sweet treat to push up and bite into for a full-flavor experience. Add only apple cider sauce to the proprietary Green Apple Mix and only milk to the Caramel Mix to produce a no-cook rich sauce.

“The team looks forward to presenting its latest food items at Worlds of Flavor and showcasing Wixon’s talent for uncovering market trends and turning them into menu solutions,” says Padley. “Wixon’s more than a century of expertise in the food arena, combined with my range of culinary product innovation, translates to exciting offerings for chefs seeking to satisfy adventurous palates.”

For more than 100 years, Wixon has been a trusted provider of flavors, seasonings, and technologies for food and beverage manufacturers. With its scientific and culinary capabilities combined with a passion for service, Wixon drives innovation and solutions for its customers. Wixon focuses on its core areas of expertise: Industrial Ingredients, including Foodservice; Consumer Products; and Protein. Customers are encouraged to tap into a portfolio of services, including R&D, custom formulation development, turnkey solutions, and menu ideation. Wixon ingredients are globally-sourced and go beyond FDA standards to ensure quality and cleanliness. The company also offers spice grinding, blending, and a complete line of package engineering options. Located in St. Francis, Wis., a suburb of Milwaukee, Wixon is GFSI Certified to FSSC 22000, ISO9001 Certified, and QAI Organic Certified. More information on Wixon or any of its products may be obtained at www.wixon.com or by calling (414) 769-3000.

###