



FOR IMMEDIATE RELEASE

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Wixon to Showcase ‘Global Street Food BBQ Tastes’ at Southwest Foodservice Expo

ST. FRANCIS, Wis. – Wixon, a manufacturer of seasonings, flavors, ingredients, and consumer products for the food and beverage industry, will demonstrate the company’s expertise for translating the latest trends into food at the Southwest Foodservice Expo, June 26-28, at the Dallas Convention Center. Visitors to Wixon’s booth, #2306, will be served samples of “Global Street Food BBQ,” in the form of reduced sodium and reduced sugar snack seasonings and sauces.

Street food describes a wide range of convenient, ready-to-eat foods or beverages that reflect traditional local cultures and are sold in busy, public areas. Wixon has taken global street food BBQ tastes from Argentina, South Africa, Korea, and more, and added them to new applications, such as snacks, as well as classic applications, such as sauces.

Wixon’s Mathew Freistadt, Corporate Chef, will share the following on-trend and globally-inspired menu offerings, including:

- **Argentinean Asado Sweet Potato Chips:** Inspired by the BBQs from Argentina, asado actually means “barbeque.” Traditional asado is normally not marinated but has evolved in modern times to include marinade with a smoky, sweet taste. These chips feature a rich, smoky blend of paprika and red wine with cumin, onion, garlic, and sea salt, plus a touch of sugar.

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- **South African Braai Corn Puffs:** A South African grilling tradition and term for "barbeque," these bites are bold and distinctive. A burst of hot red pepper follows vibrant fruit and citrus flavors to surprise the taste buds.
- **Korean Kalbi Rib Tips:** The classic Korean BBQ of ribs or chicken is enrobed in a light, tangy marinade. It can be found on the streets of Korea and Los Angeles. Here, these inspired pork spare ribs are seasoned and smoked with pepper, spices, and other natural flavors. The Kalbi sauce combines Wixon’s Mag-nifique™ Umami technology to enhance savory flavors, along with toasted sesame, chili pepper, green onion and ginger. The result is a complex sweet, dark blend of familiar flavors.

The food items are made healthier with the inclusion of Wixon’s KClean™ Salt and Mag-nifique™ Sweet Lift technologies. Comprised of all-natural flavors, KClean Salt looks, tastes, and mimics the texture of regular table salt while reducing sodium content and removing bitter, metallic aftertastes. It can be used in any high-sodium product, including soups, meats, frozen entrees, batters and breadings, baked goods, and any snack food. Sweet Lift has a synergy with sugar that enhances perceived sweetness in any sugar application. Customers can actually use less sugar without adding calories or a lingering aftertaste. Sweet Lift is ideal for desserts and any food or beverage that contains sugar.

The menu items to be showcased at the Expo are from a larger product assortment of “Street Food Flavors” by Wixon, including a Greek BBQ Rub, Russian Shashlik Potato Balls, Cuban Sour Orange Mojo Sauce, and more.

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 or by calling (414) 769-3000.

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