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Wixon Will Serve Healthy, ‘Global Street Food BBQ Tastes’ at SNAXPO

ST. FRANCIS, Wis. – Wixon is set to feature the latest in “Global Street Food BBQ Tastes” at SNAXPO, March 20 to 23, at the JW Marriott Orlando in Grande Lakes, Fla. Visitors to Wixon booth 810 can sample reduced sodium and reduced sugar chips and snacks that feature flavors from around the world, such as Argentina, Russia, South Africa, and more.

The food items are made healthier with the inclusion of Wixon’s KCLean™ Salt and Magnifique™ 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 synergistic effect 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.

Wixon’s on-trend snack offerings include:

- **Argentinean Asado Sweet Potato Chips:** Inspired by the BBQs of 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. Sugar is reduced by 24% and sodium by 29%.

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- **Kansas City BBQ Potato Chips:** Referring to the urban style of meat that has evolved from the pit of Henry Perry in the early 1900s, Kansas City BBQ is slow-smoked over a variety of woods and covered with a thick tomato and molasses-based sauce. Featuring a 37% reduction in sodium and a 12% reduction in sugar, these chips are sweetened with tomato, brown sugar, and molasses, and spiced with Worcestershire, Dijon, and Tabasco. Apple wood smoke rounds out the flavor.
- **Korean Kalbi Crunchy Snacks:** 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 snacks combine toasted sesame and brown sugar with soy sauce, onion, garlic, and cilantro for a complex sweet, dark blend of familiar flavors, with sodium reduced by 12% and sugar by 21%.
- **Russian Shashlik Potato Balls:** A form of Russian all-meat shish kabob commonly found from street vendors, the skewers are marinated overnight in a flavorful, savory & sweet concoction. Reducing sodium by 37% and sugar by 24%, these potato balls feature a unique flavor profile of pomegranate juice and red wine, highlighted with nutmeg, mace, and ginger.
- **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. Sodium is reduced by 44% and sugar by 40%.

“In response to our research on emerging ethnic flavor fusions and dining trends, we’re pleased to introduce at SNAXPO the newest in snack sensations to Wixon’s extensive line of flavor profiles and seasonings,” says Wixon Executive Vice President Chuck Ehemann. “Wixon’s globally-inspired offerings can give our customers’ consumers the best of both worlds – health and wellness benefits with great, innovative tastes.”

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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