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

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Wixon Again Named to Wisconsin's Future 50

Award honors significant revenue and employment growth

ST. FRANCIS, Wis. – For the third consecutive year, Wixon has been named to the 24th annual Metropolitan Milwaukee Association of Commerce/Council of Small Business Executives (MMAC/COSBE) Future 50, which recognizes 50 privately owned companies in southeastern Wisconsin that have demonstrated strong growth in sales and employment. The Future 50 will be honored at a luncheon and awards ceremony Sept. 15 at the Pfister Hotel.

Wixon, a manufacturer of seasonings, flavors, ingredients, and consumer products for the food and beverage industry, has had an eventful past year. The company hosted its first-ever job fair in June and has since filled more than 20 open positions, with additional hires expected in the next few months.

Wixon launched Wix-Fresh™ OatMax, a flavor modifier that extends the shelf life of meat and poultry products while promoting moisture and flavor retention. A proprietary blend of all-natural oat-derived ingredient technology, OatMax adds the benefits of fiber, enhances the overall savory notes of protein, and reduces the warmed-over flavor often found in pre-cooked meats.

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Mathew Freistadt was hired as corporate chef, continuing Wixon’s growth efforts in the foodservice market by incorporating food science and technology with culinary artistry. “Chef Matt,” as he is known, partners with Wixon’s team of seasoned technologists and chemists, advising on food and beverage projects to improve taste, texture, and appearance for customer sample requests. Chef Matt also researches and develops innovative products that meet market and menu trends, as well as directs culinary and technical presentations of the company’s array of services to selected key accounts.

The company showcased its talent for translating the latest trends into food at numerous trade shows, including Sectional IFT (Institute of Food Technologists) events, SNAXPO, and more. The trade show menus’ theme, “Global Street Food BBQ Tastes,” featured flavors from around the world, such as Argentina, Russia, South Africa, the Mediterranean, and more, in the form of reduced sodium and reduced sugar snack seasonings, rubs, sauces, and dips. The food items were 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. 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.

Mariano Gascon, vice president of research and development for Wixon, discussed how to mask off-notes and enhance sweetness with flavor modifiers for stevia at the Stevia World Americas conference. Kim Holman, Wixon’s director of marketing, and Chef Matt detailed “The Latest Flavor Trends and Strategies to Drive Trial” at the RCA Annual Conference & Culinology® Expo.

“The past year has been tremendous for Wixon, as we continue to grow our expertise, innovative product offerings, and sales,” says Peter Gottsacker, Wixon president. “In a challenging economy, Wixon continues to be customer-driven and find ways to improve our clients’ products, as well as their bottom line.”

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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