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**Wednesday, February 17, 2010**

## **Wixon Expands Its Protein Group Division**

**ST. FRANCIS, Wis.** – Food and beverage ingredient company, Wixon Inc., announced an expansion of services with its Protein Group Division, offering protein expertise for both retail and foodservice. Working within Wixon’s new Meat and Poultry Pilot Plant, the Protein Group Division is staffed by meat scientists, flavor chemists, food technologists, and analytical and quality experts.

“The team can help with everything in the protein arena from ideation and R & D to mapping out flavor, process and product prototypes,” said Ron Ratz, director of protein development for Wixon. “Now we offer our customers even more in the way of science, service, and solutions.”

Wixon’s corporate chef, Jud McLester, also is part of the protein team as he assists with product testing, evaluating, and product formulations at the Innovation Center for Culinary and Meat Processing where customers can create, taste, and test all types of protein products in their finished form.

“Our Innovation Center and Meat and Poultry Pilot Plant reflects our commitment to growth through development and use of new technologies, resulting in genuine added value to our products and thus to our customers,” Ratz said.

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Wixon's Meat and Poultry Pilot Plant offers all the benefits of full-service plant production but on a smaller economic scale. State-of-the-art features, which enable production of finished products for immediate testing, include tumblers, automated injector system, grinders, stuffers, patty makers, steam kettle, vacuum packaging, retail tray overwrap unit, breading and batter capabilities, walk-in freezers/coolers, chilled processing room, smokehouse, and linear cook capabilities. An in-house regulatory department counsels on appropriate adherence from label requirements to nutritional content.

“Small quantities of potentially new products can be produced to minimize cost and waste associated with product development and research,” Ratz said. “We are proficient in all aspects of meat processing from sanitation and meat fabrication to sausage production and processing economics.”

He added that the Protein Division has the ability to assist its customers with methods and techniques on how to:

- Chop meat formulations for maximum benefit;
- Extract higher percentages of available protein for better bite and yield;
- Control temperature during emulsifying;
- Add salt, phosphate, sodium erythorbate, and spices for maximum benefit;
- Produce two and three-part, base and coarse emulsions.

“We are already well-known for flavor and seasoning systems, and shelf-life extension technologies, and we are moving forward with that background and knowledge to become a value-added partner and technological expert in protein,” Ratz said.

Wixon's protein flavor systems have applications of rubs, marinades, meat seasonings, breadings and batters, gravies, and dipping sauces. Wix-Fresh™ technologies target flavor issues including shelf-life extension and meat flavor enhancement.

“Through Wixon's extensive capabilities in flavors, formulations, research, testing, and production, we are an R&D extension for our customers,” Ratz said.

Wixon is a fully integrated food and beverage ingredient leader providing custom-ground spices, blended seasonings, flavor technologies, protein expertise, 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. Wixon is ISO9001 certified and QAI Organic Certified. It celebrated its 100<sup>th</sup> Anniversary in 2007. Its campus is located at 1390 E. Bolivar Ave. in the Milwaukee suburb of St. Francis, Wis., 53235. 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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