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

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## **Wixon to Showcase the Latest Flavor & Protein Technologies at Annual Meat Conference**

**ST. FRANCIS, Wis.** – Wixon, a manufacturer of seasonings, flavors, ingredients, and consumer products for the food and beverage industry, will demonstrate its protein expertise and technologies for meat products at the Annual Meat Conference, February 20-22, at the Hyatt Regency in Dallas. Visitors to Wixon’s booth will be served samples of the Bacon, Egg, and Cheese Sausage Breakfast Stick; Reduced Sodium Pork and Beef Chorizo; and Savory Umami Beef Patty.

The Bacon, Egg, and Cheese Sausage Breakfast Stick is ideal for “on-the go” and health-conscious appetites. Featuring 80% lean pork and made with real eggs that you can actually see in the stick, the snack is developed using Wix-Fresh™ technologies. Wix-Fresh OatMax increases moisture retention, shelf-life, and overall savory notes, while reducing the warmed-over flavor often found in pre-cooked meats. Wix-Fresh MinerMax provides antioxidant benefits, enhances savory notes, and masks metallic flavors. Wixon’s proprietary Country-Style Breakfast flavor gives the snack stick a traditional taste.

The Reduced Sodium Pork and Beef Chorizo is formulated with all-natural KCLean Salt™, for that classic salty taste. Sodium is reduced by nearly 40% from that of standard pork chorizo. The crumble also features Wixon’s authentic Chorizo flavor system and is made with both pork and beef.

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Comprised of 75% lean beef, the Savory Umami Beef Patty contains OatMax and Wixon's Umami flavor enhancement system.

“We look forward to showcasing Wixon's protein and flavor technology expertise at the Annual Meat Conference,” says Ron Ratz, director of protein development for Wixon. “This is an opportunity for industry visitors to sample new, healthy, and on-trend flavors, including technologies that they can apply to their own protein products.”

The new products were developed in Wixon's Meat and Poultry Pilot Plant by the company's Protein division. Staffed by meat scientists, flavor chemists, food technologists, and analytical and quality experts, the team is adept at everything from ideation and R&D to flavor mapping and product prototypes. Wixon's customized protein seasonings and flavor systems can be used in a variety of meat products, including rubs, marinades, breadings and batters, gravies, dipping sauces, and more.

The Pilot Plant includes processing equipment, which enables production of finished products for immediate testing, including 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.

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](http://www.wixon.com) or by calling (414) 769-3000.

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