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Wixon's Menu at Sectional IFTs Features 'Global Street Food BBQ Tastes'

ST. FRANCIS, Wis. – Wixon, a manufacturer of seasonings, flavors, ingredients, and consumer products for the food and beverage industry, will showcase the company's talent for translating the latest trends into food at numerous Sectional IFT events throughout the year. The menu's theme, "Global Street Food BBQ Tastes," will feature 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. 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 and added them to new applications, such as snacks and rubs, but also showcases them in classic applications, such as sauces.

Wixon's on-trend and unique offerings include:

Rubs

- **Caribbean Jerk BBQ Rub:** The spirit of Jamaica's popular jerk sauce comes through in this spicy, fragrant rub. A style of cooking native to Jamaica in which meats are dry-rubbed or wet-marinated with a very hot spice mixture, jerk seasoning is traditionally applied to pork and chicken. The distinctive rub is enhanced with flavors of thyme, cinnamon, and lime, plus a kick of allspice, black pepper, onion, and ginger.

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- **Greek BBQ Rub:** Inspired from Greek cuisine, this rub combines classic Greek flavors such as mint, oregano, and fennel with a clean citrus taste.

Snack Seasonings

- **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.
- **Kansas City BBQ Potato Chips:** Referring to the inner-city 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. 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.
- **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. 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.

Sauces & Dips

- **Beijing BBQ Plum Sauce:** Inspired from the streets and restaurants of Beijing, the thick plum sauce has always been a classic condiment in China, recently gaining popularity as a dipping sauce for meats. This sweet yet tart amber-colored sauce is crafted from ginger, garlic, crushed chilies, and green onion, with notes of cinnamon and anise.

- **Cuban Sour Orange Mojo Sauce:** Mojo (pronounced mo-ho) is the quintessential Cuban condiment and the primary marinade used in Cuban cooking. There are many variations of mojo, but each recipe contains the essential combination of citrus juice and garlic, with infinite uses in Cuban cuisine. Our blend is made with garlic, paprika, sherry wine, and the zesty citrus of lime, orange, and lemon.
- **Indian Tandoori BBQ Sauce:** From the streets of India to New York City, this classic Indian taste is one you won’t soon forget. An ideal complement for chicken, this spicy sauce, a blend of yogurt and spices, is enhanced with lemon juice, sea salt, and onion.
- **Korean BBQ Sauce:** Found on street food carts in Korea and Los Angeles, Korean BBQ is a sweet and savory concoction. A great alternative to traditional BBQ sauces, this blend features soy sauce, lime and lemon juice, garlic, rice vinegar, onion, and toasted sesame seed. Apple juice gives it a hint of sweet while red bell and chili peppers give it some heat.

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 will be exhibiting its “Global Street Food BBQ Tastes” at:

- Southeast IFT Food Industry Expo; March 1; Cobb Galleria Centre; Atlanta
- Southern California IFT Suppliers’ Night Expo; March 10; Anaheim Convention Center
- Western New York IFT Food Industry Expo; March 29; Rochester Riverside Convention Center
- Great Lakes IFT Suppliers’ Day; April 20; Kellogg Arena; Battle Creek, Mich.
- Northern California IFT Suppliers’ Expo; May 3; Alameda County Fairgrounds; Pleasanton
- New York IFT Suppliers’ Day; May 11; Garden State Exhibition Center; Somerset, N.J.
- Longhorn IFT Suppliers’ Night; September 29; Embassy Suites Dallas-Frisco Hotel & Convention Center and Spa; Frisco, Texas
- Chicago IFT Suppliers’ Night; November 9; Donald E. Stephens Convention Center; Rosemont

“Wixon is looking forward to featuring its globally-inspired menu throughout the coming year at many of the Sectional IFT events,” says Wixon Executive Vice President Chuck Ehemann. “Combining some of the best of Wixon’s health and wellness technologies with the latest in market trends is our specialty, and I feel confident that our applications in street food barbeque demonstrate our innovation and passion for service.”

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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