



WIXON

*Blending innovation
with a passion for service*

since 1907



MAG-NIFIQUE™
FLAVOR TECHNOLOGIES

Delivering Full Flavor Without Compromising Taste.



FULL FLAVOR WITHOUT COMPROMISE

Nutritional foods, everyday foods, functional foods – No matter what type of food or beverage you are creating, Mag-nifique™ flavor technologies can help create delicious products that will have consumers coming back for more.

Consumers are changing the way they eat. They are looking for healthier and tastier lifestyle, functional and nutritional foods. Many “better-for-you” foods that incorporate natural sweeteners, or are fortified with vitamins and nutrients, can pose flavor and texture challenges. Everyday foods have their own unique challenges, as well. With Mag-nifique™, you can impact the taste, texture and the overall health and wellness benefits of your products without sacrificing flavor.

- Enhance flavor
- Mask off-notes and bitterness
- Maintain desired flavor profiles
- Enhance savory notes without MSG
- Remove unwanted sodium, fat, sugar and other ingredients
- Improve overall texture and mouthfeel
- Add vitamins, minerals, botanicals and other nutrients with selective masking to eliminate off-notes
- Available non-GMO

Great label claims draw customers, but great flavor keeps them. Now, with Mag-nifique™ – you can have both.

Mag-nifique™ is part of our Impact! Program that enables you to create healthier foods and beverages that taste great.

Change the way you look at:

- Children’s nutrition
- Weight management
- Sports fitness
- Healthy aging

Ask us how we can help impact your food and beverage products.

impact!
MAKING HEALTHY TASTE GREAT

MAG-NIFIQUE™ FLAVOR TECHNOLOGIES

User Guide

AVAILABLE
NON-GMO



The versatile line of proven Mag-nifique™ flavor technologies makes products that are good for you taste great. And, now each product is also available non-GMO. That's full flavor without compromise from Wixon.

Sweet Solutions



PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ for Stevia	Reduces the bitter aftertaste caused by Stevia.	0.10-0.20%	Can be used in any application in conjunction with Stevia: beverages, diet soda, zero calorie drinks, sugar-free gum and candy, desserts, snacks, low-sugar bars, yogurt, baked goods, jams and more.
Mag-nifique™ Mouthfeel	Creates the perception of creaminess in reduced fat or no fat products.	0.05-0.10%	Very effective at improving the mouthfeel of dairy-based low-fat products like salad dressings, dips, whipped toppings, and other low-fat systems.
Mag-nifique™ Sweet-Away	Reduces the sensation of sweetness. As a result, desired flavor profiles are released naturally.	0.05-0.20%	Very effective in reducing the sweetness perception in products such as fruit spreads, icings, and other formulations high in sugar.
Mag-nifique™ Sweet Away for High-Intensity Sweeteners	Reduces the lingering aftertaste of high-intensity sweeteners, such as sucralose.	0.06-0.08%	Effective at reducing lingering aftertastes associated with high intensity sweeteners and creating a sweetness profile more similar to sugar.
Mag-nifique™ Sweet-Lift	Enhances sweetness so sugar usage can be reduced.	0.05-0.20%	Can be used in any application in conjunction with sugar: desserts, cereals, granola bars, yogurt, beverages, diet drinks, yogurt smoothies, baked goods and more.
Mag-nifique™ Sugar-Lift	Enhances sweetness perception.	0.10-0.25%	Can be used to enhance the sweetness perception of beverages and desserts. Particularly useful for enhancing the sweetness perception in reduced sugar products.
Mag-nifique™ Sweet Advantage	Reduces calories from sugar while retaining sweetness	16:1 sugar replacement	Can be used in any application using sugar: desserts, cereals, beverages, sauces, dressings, dips, granola bars, yogurt and baked goods.



Salty Solutions			
PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ Salt-Away	Reduces the perception of saltiness.	0.10-0.30%	Can be used in sports beverages, nutritional drinks, cheese sauces, pickles, processed meats, and other products with excessive saltiness.
Mag-nifique™ Mimic	Reduces the metallic character of potassium-based salt substitutes.	0.10-0.30%	Can be used to improve the taste of products containing potassium chloride, such as low-sodium foods and isotonic beverages.
Mag-nifique™ Umami	Enhances savory flavors.	0.50-0.70%	Can be used to enhance savory flavors of prepared meals, soups, dips, and gravies.
KClean Salt™	Looks, tastes and has the texture of regular salt with half the sodium.	1:1 replacement with regular salt	Can be used in any high sodium products including: soups, sauces, meats, frozen entrees, cheese, meal kits, cereals, salad dressings, canned foods, batters and breadings, baked goods and snack food topical seasonings.

Bitter Solutions



PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ Bitterless	Reduces bitter aftertastes.	0.01-0.10%	Can be used to reduce inherent bitterness in tropical juices, caffeinated products, alcoholic beverages, fruit inclusions, botanicals, and other products where bitterness is objectionable.
Mag-nifique™ Mask	Reduces minor background bitter notes.	0.01-0.10%	Particularly effective for use with high-intensity sweetener systems by creating a sweetness profile that more closely resembles that of sucrose.
Mag-nifique™ Astringency Away	Reduces astringency perception.	0.10-0.30%	Can be used in acidic products such as dressings and dips, as well as in soybean products, such as soymilk.



Sour Solutions



PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ Sour-Away	Reduces the perception of sourness without affecting the pH of a product.	0.10-0.40%	Can be used to reduce the sour taste of salad dressings, pickled vegetables, yogurt, and other products where acid is naturally occurring or added for preservation.
Mag-nifique™ Sour-Lift	Enhances sour perception in products targeting intense flavors.	0.6%-1.0%	Can be used in conjunction with any product containing acid to intensify sour flavors such as: confectionery, chewing gum, beverages and bakery.

Fortification



PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ Miner	Reduces metallic and chalky aftertastes from minerals.	0.10-0.30%	Can be used to reduce the metallic character of minerals used in fortification, such as magnesium, iron and zinc, and the chalkiness from calcium fortification. Great for nutritional beverages, instant shakes, drinks and baby foods.
Mag-nifique™ Pro-No	Masks off-notes from soy protein fortification.	0.05-0.30%	Used to mask the beany note of soy in soymilk, cultured soy, and other soy-based products.
Mag-nifique™ Vita-Minimizer	Suppresses vitamin off-notes.	0.01-0.10%	Can be used in products that are fortified with vitamins, such as nutritional beverages, energy bars and vegetable drinks to improve the flavor.



Herbs, Botanicals and Grains



PRODUCT	FUNCTION	USAGE LEVEL	APPLICATIONS
Mag-nifique™ Green Away	Reduces green, grassy, grainy hay-like notes.	0.10-0.40%	Designed to reduce or minimize green and grassy flavors typical of many botanicals and vegetables, as well as whole grains.



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