

Sweet Lift makes “better for you”
taste great!

Sweet Lift



Give your products
a sweet lift!

Wixon makes healthy foods taste better and naughty foods so much better for you. Take our Mag-nifique™ Sweet Lift flavor modifier, for instance.

Mag-nifique™ Sweet Lift has a synergetic effect with sugar that enhances perceived sweetness in any sugar application. That means you can use less sugar and still get the same “sweet” flavor you desire. Not only can it be used in desserts, but it’s also a great product in any food and beverage that contains sugar.

Adding Sweet Lift enables you to meet consumer demands for better health and wellness products. Incorporating its low glycemic index into your sugar applications will be especially helpful as you address weight control, diabetes, and healthy aging issues. Plus, by using fewer simple sugars, you can incorporate more complex sugars into your products, and avoid the higher glycemic intake that makes your metabolism slower. This will reduce the “sugar rush” for consumers looking to eat healthier.

Sweet Lift lets you maintain quality in reduced-sugar products and is especially useful to food scientists, healthcare facilities, food service companies, food processors, snack food companies, and institutional chefs. It does not break down or alter its flavor during cooking, freezing, or when stored on the shelf.

Sweet Lift Facts

- **Benefit:** Enhances sweetness without all the sugar and calories!
- **Benefit vs. Artificial Sweeteners:** Sweet Lift has no lingering aftertaste.
- **What is Sweet Lift?** – A Wixon Proprietary blend of Natural Flavors.
- **Similar Sweetness** profile to regular sugar: heat stable, retort stable, pH stable.
- No Impact to the **nutritional panel**, change in texture, chemical behavior or heat stability of the product.
- **Suggested Usage Level:** 0.05% -0.2%
- **Label Claims:** Natural
- **Applications:** Use on any product containing sugar, such as desserts, cereal, granola bars, yogurt, beverages, baked goods, jams and much more!


*Blending innovation
with a passion for service
since 1907*

with **Wixon healthy**
tastes great!

Sweet Lift

MOUThFEEL for reduced-fat and non-fat applications

Mouthfeel creates the perception of creaminess in reduced-fat or non-fat applications. This product delivers the “full fat” taste while maintaining low-fat content.

It is especially effective at improving the mouthfeel of dairy-based, low-fat products, such as salad dressings, dips, whipped toppings, and other low-fat systems.



GREEN AWAY for whole grains and vegetables

Green Away creates a more acceptable, pleasant taste in many bread, brown rice, vegetables and whole grains by reducing the astringency typically found in those foods.

This innovative technology reduces green, grassy, grainy, hay-like notes. This means your products will taste better while still delivering the benefits of whole grain foods.

KCLEAN SALT for low sodium foods and beverages

KClean Salt is a salt substitute that not only cuts the sodium content of regular table salt in half, but matches the taste of salt and retains its texture, functionality, and mouthfeel. What makes KClean Salt stand apart from other potassium-based salt substitutes is its natural, proprietary flavor blend. This special blend eliminates the typical aftertaste associated with potassium chloride, and gives KClean Salt its distinctive table salt flavor. KClean Salt does not break down or alter its flavor in cooking, freezing, or shelf-life applications.



Seasonings, technology & flavor. It's what we do!

As a fully integrated food ingredient company, Wixon can partner with you from concept to consumption or anywhere in between. Our dedicated staff of industry experts develops innovative flavor solutions for retail and food service applications.

Discover why our irresistible flavor speaks for itself. **Call 1-800-841-5304 for a FREE SAMPLE**

