

Imagine. Now, Imagine Better.



CONSUMER PRODUCTS DIVISION

Product Innovation
Formulation Development
Processing & Packaging

FOR THE FOOD & BEVERAGE INDUSTRY



www.wixon.com

Imagine. Now, Imagine Better.

At Wixon, we don't just create new tastes for food, we imagine them. Cocoa isn't just cocoa – it's heart-warming, sensationally sweet cocoa. They're not just rubs and seasonings, their mouth-watering rubs and seasonings. They're eye-opening beverage mixes. They're gourmet baking blends.

That's because we don't only imagine. We imagine better.

And, that's because we do our work at the Bud Morgan Technical Center and Innovation Center for Culinary & Meat Processing. This is our state-of-the-art research and innovation facility where our culinary and scientific innovation team identify, match, and formulate a vast spectrum of sweet and savory profiles.



heart-warming
mouth-watering
eye-opening



Wixon gives you so much more.

- Highly experienced, creative staff of food technologists
- Flavor chemists and meat scientists
- Comprehensive quality control and regulatory services
- Formulation, duplication, and cost reduction services
- Products specially designed to your unique applications



Imagine your product.
Now, imagine it better with Wixon.



You have an image of your product.

Trend-setting. Great tasting. Always consistent. Professionally packaged. Now, imagine it better.

Wixon Consumer Products offers three core levels of service to ensure your product will not only meet, but exceed expectations from innovative concepts through efficient production to professional packaging. Take advantage of our talents at all three levels or any one of them – and put our passion for great service and food to work for you.

At Wixon, we bring a variety of foods to life for our clients.

- Gourmet baking mixes – bread, muffin, pancake, brownie, cookie, cake
- Savory mixes – soup, salad dressing, gravy, sauce, dip
- Delicious beverage mixes – smoothie, tea, coffee, lemonade
- Creative sides – rice, stuffing, potato, noodle
- Flavorful meals – bean, pasta
- Tasty rubs and marinades
- Unique seasoning blends

Before it ever ends up on a plate, great food starts with an idea. And, great ideas start with Wixon.

Product Innovation



We don't just know what you want now. We know what your customers will want tomorrow. We know trends. We know what will sell. And, we have the tastes that will make your customers want more.

Our experienced culinary and scientific innovation team is dedicated to creating ideas in our meat, flavor, culinary and industrial ingredients labs housed in the Bud Morgan Research Center and Consumer Products lab – the heart and soul of our business. Together, our teams create nearly 1,000 new products for our customers every year.

Formulation Development



Whether you have an idea for a new product, or want to improve an existing one, we can take you to the next level. Working with our team in our state-of-the-art kitchens, or letting us run with your product alone, we can elevate your food and beverage creations.

Sourcing ingredients from the most trusted suppliers through our world-wide network enables us to lock in raw material inventory and price. That means we proactively manage price fluctuations and worldwide supply shortage issues – resulting in greater cost savings for you.

Processing & Packaging



Highly personal service and a guarantee of accurate packaging help our customers feel right about their relationship with Wixon. To ensure your products meet government guidelines, our dedicated Regulatory Department adheres to strict FSIS/USDA and FDA regulations, including label compliance, nutrition calculations, and allergen evaluation.

Our packaging solutions help your products, including Kosher, Organic and natural foods, stand out on the retail shelf. And, through our package development process we'll research and source innovative packaging to offer you time efficient and cost-effective solutions.

CONSUMER PRODUCTS SERVICES

Superior quality processes and standards.



Wixon's Consumer Products Division will lift your product performance by providing unique insights into food innovation, and a flawlessly executed manufacturing and packaging process.

Wixon provides worry-free sourcing, blending and production experience for all of your turnkey manufacturing needs.

Wixon provides a problem-free food packaging experience.

Start-to-finish or anywhere in between, you'll benefit from Wixon's talent and resources.



SERVICE

Our commitment to you.



We work hard to anticipate your needs. You can expect us to not only satisfy your requests, but give you the ideas that will make your project run more smoothly at Wixon. For those times you need us, we've strategically located our team within one facility area so that every member of your Wixon team is easily accessible to you when you call.

We work hard to anticipate your needs. You can expect us to not only satisfy your requests, but give you the ideas that will make your project run more smoothly at Wixon. For those times you need us, we've strategically located our team within one facility area so that every member of your Wixon team is easily accessible to you when you call.

QUALITY

It's our passion.



There are not many food ingredient companies our size that have the same commitment to quality as we do. Our knowledge of best practices. Our understanding of government regulations. Even the capital investment we make to ensure every product that goes out our doors meets the highest standards – our own – are unsurpassed.

- FSSC 22000 Certified
- QAI Organic certification
- Kosher
- SPME-GC/MS (Solid Phase Micro Extraction-Gas Chromatography/Mass Spectrometry) system
- Mass spectra libraries covering over 300,000 compounds
- Reverse engineering
- High Performance Liquid Chromatography systems for key ingredients
- Gas Chromatograph for routine QC testing
- In-house sensory capabilities
- Dedicated Regulatory Department



We promise to take the worry out of your next project. We promise to provide world-class service, quality and safety. And we promise you will benefit from our passion for innovation, formulation development and packaging. Don't worry. Trust Wixon.

FOOD SAFETY

Above and beyond industry standards.



When it comes to food safety, there are industry standards and there are Wixon standards. We educate our employees in an ongoing safety training program. We follow documented procedures daily. We invest in high-tech screening equipment. And, we employ sophisticated quality control measures.

- Formal GMP training programs
- Documented programs and policies
- Full lot traceability
- Dedicated screening, magnet and metal detection capabilities
- Microbial reduction treatments for spices
- Continuous quality tracking
- Monthly internal audits
- Sample retention



Imagine. Now, Imagine Better.



www.wixon.com

1390 East Bolivar Avenue
St. Francis, WI 53235

1-800-841-5304

© 2012 Wixon



Learn more

