



## **FOR IMMEDIATE RELEASE**

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# **Wixon Crafts Dessert Flavors for Snacks**

**ST. FRANCIS, Wis.** – Wixon, a manufacturer of spices, flavors, and technologies for the food and beverage industry, has introduced its latest blends to topically season salty snacks, offering dessert tastes for any time of day.

This is in addition to the nearly 1,000 new flavor systems Wixon develops each year, allowing customers to choose from its extensive list of flavor profiles or customize their own. The company is also adept at creating non-GMO, organic, gluten-free, and natural specialty snack innovations – extending product lines and meeting the demands of growing market segments.

The new topical seasonings can be adapted to a variety of industries, such as foodservice and consumer products, and include:

### **Banana Split**

Reminiscent of the favorite sundae, this makes snacks indulgent, with flavors of cocoa, pineapple, strawberry, and banana.

### **Chocolate Coconut**

Coconut blends with cocoa to create a seasoning with tropical flair.

### **Cookies & Cream**

This rich concoction of chocolate, cream, and vanilla makes snacks taste like a treat.

### **Maple Caramel**

Make ‘popables’ luscious with brown sugar, maple sugar, butter, and caramel.

### **Mocha Cayenne**

A combination of sweet and spicy, this topping features cocoa, cream, sea salt, smoked paprika, and chipotle chili pepper, plus instant coffee for a kick.

For more than 100 years, Wixon has been a trusted provider of flavors, seasonings, and technologies for food and beverage manufacturers. With its scientific and culinary capabilities combined with a passion for service, Wixon drives innovation and solutions for its customers. Wixon focuses on its core areas of expertise: Industrial Ingredients, including Foodservice; Consumer Products; and Protein. Customers are encouraged to tap into a portfolio of services, including R&D, custom formulation development, turnkey solutions, and menu ideation. Wixon ingredients are globally-sourced and go beyond FDA standards to ensure quality and cleanliness. The company also offers spice grinding, blending, and a complete line of package engineering options. Located in St. Francis, Wis., a suburb of Milwaukee, Wixon is GFSI Certified to FSSC 22000, 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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