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Wixon Introduces Mag-nifique Sour-Lift

ST. FRANCIS, Wis. – Wixon now offers Mag-nifique Sour-Lift, an all-natural flavor modifier that enhances the perception of sourness without adding acid. The new product is part of Wixon’s proprietary collection of Mag-nifique technologies that bring out the best in food and beverage products for a variety of consumer segments.

Mag-nifique Sour-Lift was developed by the team of experienced flavor chemists in Wixon’s Innovation Center and can be used in conjunction with any product containing acid to intensify sour flavors, such as confectionary, chewing gum, beverages, and baked goods. Sour-Lift combines natural ingredients with a proprietary blend of GRAS ingredients. It also reduces the chance of package and product degradation due to acids. Usage level is 0.6 percent – 1.0 percent.

“Emerging research has shown that consumers seek to intensify sour flavor experiences, or view sourness as a cue that there is no or less sugar in the product,” says Leda Strand, Wixon’s Vice President of Research & Development. “Already popular in Greek yogurt, pickling, and products with vinegar, sour will continue to be a top flavor trend. Sour-Lift can give foods and beverages that enhanced sourness without adding unpleasant acid or compromising on taste.”

Sour-Lift joins the portfolio of other Mag-nifique technologies that can positively impact nutritional, everyday, and functional products that may pose texture and flavor challenges. Mag-nifique solutions can reduce sugar, mask off-notes, neutralize vitamin bitterness, and more – and all are available non-GMO.

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 or by calling (414) 769-3000.

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