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## **WIXON INTRODUCES NORTH AFRICAN FLAVOR TRENDS**

**ST. FRANCIS, Wis.** – Wixon, a manufacturer of seasonings, flavors and technologies for the food and beverage industry, has introduced a variety of flavor trends that focus on North African cuisine, one of the top food trends for 2016.

“The growing multicultural population in the United States is changing desired flavor profiles and consumers are striving for authentic regional flavors,” said Mel Mann, Wixon Director of Flavor Innovation. “As consumers grow more adventurous in their food choices, authentic flavors are key.”

The following is a sampling of what Wixon has created to support this trend:

### *Meats and Poultry Flavor Systems*

**Tunisian Tabil Seasoning Rub:** referring to a particular spice mix, tabil is used to season and enhance many Tunisian dishes. It is often used in conjunction with harissa and added to stews. Wixon is featuring tabil as a seasoning rub for chicken.

**North African Merguez Sausage Seasoning:** Merguez, a traditional North African sausage made with lamb, beef or a mixture, is heavily spiced with cumin, sumac, paprika, and chili pepper or harissa (which gives it its characteristic piquancy and red color), as well as other spices such as fennel and garlic. Wixon has created its own version of North African Merguez sausage seasoning.

**Moroccan Kefta Seasoning:** the name for ground meat in Morocco, kefta is one of that country’s most popular street foods. Based on traditional seasoning profiles, Wixon has created its version of Kefta seasoning and is featuring it as a seasoned meatball.

### *Sauce and Dip Flavor Systems*

**Tunisian Pilpelchuma Dip Mix:** meaning “pepper garlic” in Hebrew, pilpelchuma is an intense hot sauce of Libyan Jewish cuisine. It is similar to Tunisian harissa and is typically used as a condiment sprinkled over fish, meat, or vegetables or added as an ingredient in dishes. Wixon’s innovation team has created a pilpelchuma flavor system as a hummus dip mix.

**Egyptian Hibiscus Sweet Onion Dip Mix:** since hibiscus tea has been enjoyed in Egypt dating back to the time of pharaohs, Wixon food scientists created a hibiscus sweet onion dip mix.

**Egyptian Dukka Seasoning:** derived from the Arabic meaning “to pound,” since the spices

and nuts are pounded together, dukka recipes vary across Egypt, but common ingredients include sesame, coriander, cumin, salt, and pepper. Typically dukka is used as a dip with bread or fresh vegetables as a hors d'oeuvre. The Wixon version is featured as a dipping seasoning with bread chips and light olive oil.

### *Snack Flavor Systems*

**Libyan Sherba Seasoning:** meaning soup in Arabic, sherba is the Libyan national dish traditionally eaten at Ramadan. It is featured as a snack seasoning on chickpeas by Wixon

**Algerian Spicy Chicken Seasoning:** Spicy chicken is found across the North African region with many variations, but most often as a bold blend of cumin, coriander, ginger, lemon, red and black pepper, with a hint of vinegar, garlic, and onion. The Wixon food scientists have used their creativity to create this North African favorite as a snack seasoning featured on potato chips.

**North African Chermoula Seasoning:** a blend of four basic components - cilantro, olive oil, lemon juice (or vinegar), and aromatic spices like garlic, onions, shallots, and leeks - chermoula is commonly used across North African as a marinade, dip, or dressing or to spice up fish or chicken dishes. Wixon has created a chermoula snack flavor system featured on pita chips.

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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