



## **FOR IMMEDIATE RELEASE**

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# **Wixon Now Offers Mag-nifique Sweet Advantage**

**ST. FRANCIS, Wis.** – Wixon has introduced Mag-nifique Sweet Advantage, an all-natural sugar substitute that reduces calories from sugar while retaining sweetness. The new product is part of Wixon’s collection of Mag-nifique technologies that bring out the best in food and beverage products in a variety of consumer segments.

Mag-nifique Sweet Advantage is a proprietary blend of natural flavors used along with sugar to lower caloric intake while reducing sugar use by up to 50 percent. It is ideal in any application using sugar, including desserts, cereals, beverages, sauces, dressings, dips, granola bars, yogurt, and baked goods. Usage level is a 16:1 sugar replacement; for every 16 ounces of sugar removed, only 1 ounce of Sweet Advantage needs to be added.

“As consumers continue to avoid unnecessary ingredients and artificial sweeteners, the inclusion of Mag-nifique Sweet Advantage offers a natural solution to lessening sugar consumption – without sacrificing taste,” says Leda Strand, Wixon’s Vice President of Research & Development. “Food and beverage manufacturers can trust that using Sweet Advantage will help meet their customers’ demand for full flavor, ‘better for you’ products.”

Sweet Advantage joins the portfolio of other Mag-nifique technologies that can positively impact nutritional, everyday, and functional ingredients that pose texture and flavor challenges. Mag-nifique solutions mask off-notes, neutralize vitamin bitterness, enhance sourness, remove sodium, improve mouthfeel, 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](http://www.wixon.com) or by calling (414) 769-3000.

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