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## **WIXON TO HOST BUSINESS TOUR OF MPS STUDENTS**

*“Be The Spark” program aimed at introducing seventh-graders to career options*

**ST. FRANCIS, WIS.** – Wixon, a manufacturer of seasonings, flavors, and technologies for the food and beverage industry, is participating in a program launched by the Council of Small Business Executives (COSBE) aimed at giving nearly 1,800 MPS students the chance to get an inside look at the diverse businesses that help grow the Milwaukee area.

COSBE, the small business arm of the Metropolitan Milwaukee Association of Commerce, is partnering with 50 small businesses representing a wide variety of industries to provide guided company tours where students will meet and interact with employees in a variety of different jobs. On Tues., Feb. 16, Wixon will host 40 seventh grade students from Burdick Elementary School at its facility.

“We are excited to be hosting these students and sharing what we do in the Food Technology area of our company,” said Leda Strand, Vice President of Research & Development at Wixon. “We will share with the students how our flavor systems and seasonings are used to enhance the taste of food and improve health attributes related to a wide variety of food choices.”

“The ‘Be the Spark’ program gives kids a chance to learn not only what a company makes and does, but also what it takes to get those jobs,” said Mary Steinbrecher, COSBE executive director. “COSBE is dedicated to helping our region ensure a strong and sustainable workforce. The key to the success of our businesses - and the entire region - is building a pipeline of future talent.”

“Milwaukee Public Schools is committed to ensuring that all graduates are college and career ready and a key component of that is showcasing career pathways,” MPS Superintendent Dr. Darienne Driver said. “We are grateful to the 50 COSBE companies for opening their doors to our students. This experience gives students the opportunity to see the different pathways available at these local businesses firsthand –and it gives them the opportunity to see how those pathways connect with what they’re learning in the classroom.”

COSBE represents small business members of the MMAC with 1-300 employees. MMAC and COSBE advocate for a strong business environment and support the economic development of the region.

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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