



## FOR IMMEDIATE RELEASE

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# Wixon to Feature Lifestyle Food and Beverage Products at PLMA Show

**ST. FRANCIS, Wis.** – Wixon will showcase non-GMO, gluten-free, organic, and nutritional dry mixes and seasonings at PLMA’s Private Label Trade Show, “Store Brands and Beyond,” Nov. 16-17, at the Rosemont Convention Center in Illinois. The company will also feature its packaging capabilities for other products. Visitors to Wixon’s booth, #F1425/1426, will be served samples of its Non-GMO Triple Chocolate Meal Replacement Shake.

As demand for lifestyle food and beverage products continues to increase, Wixon offers a number of gourmet mixes, enhanced by proprietary flavor modifier technologies, to meet the needs of health-conscious consumers. Mag-nifique Sweet Advantage is an all-natural substitute that reduces sugar content and calories in the **Non-GMO Triple Chocolate Meal Replacement Shake** while retaining sweetness with the ideal amount of cane sugar. A combination of cocoas creates a rich chocolate flavor, and just one serving of the shake contains 12 grams of protein, 6 grams of fiber, and a shot of daily vitamins.

Additional packaged non-GMO dry mixes will be on display at PLMA, including:

- **Non-GMO Salted Caramel Dip Mix**, a sweet and lightly-salted caramel blend, to combine with cream cheese and milk.
- **Non-GMO Peruvian-Style Quinoa Mix**, a zesty side dish featuring ancho and aji amarillo chilies and sweet potato. The blend contains Peruvian-style spices, including cumin and allspice. Red pepper pieces and cilantro flakes provide colorful eye appeal.

Gluten-free soup mixes will include:

- **Gluten-Free Classic Chicken Noodle Soup**, a familiar taste featuring sweet corn, onion, carrot, peas, celery, turmeric, and chicken.

- **Gluten-Free Creamy Potato Soup**, a rich blend of carrot, onion, roasted garlic, potato, sour cream, cheddar cheese, buttermilk, and chicken.
- **Gluten-Free Hearty Minestrone Soup**, featuring red and black beans, carrot, tomato, red bell pepper, celery, onion, spinach, paprika, and a hint of garlic.
- **Gluten-Free Supreme Chili**, with pinto, black, and red beans; onion; celery; garlic; red and green bell peppers; and a kick of spices.

Wixon's **gluten-free seasonings packets** will offer a variety of **zesty flavors for meatloaf**, including Gluten-Free Classic Homestyle, Gluten-Free Italian Lovers, and Gluten-Free Mediterranean.

Gluten-free bakery items to be featured include:

- **Gluten-Free Chocolate Decadence Brownie Mix**, with cocoa, cinnamon, and a touch of coffee.
- **Gluten-Free Honey Butter Corn Bread Mix**, a sweet blend of corn meal with indulgent honey and butter.
- **Gluten-Free Vanilla Cake Mix**, with white and brown flours, a pleasant texture, and natural vanilla flavor.
- **Gluten-Free Zesty Herb Pizza Crust Mix**, including garlic, onion, and spices for a flavorful pizza crust.

Wixon's **organic spice blend and side dish** offerings will be All-Purpose Seasoning Sea Salt; Blends of Italy Seasoning; Pepper and Spice Medley; Roasted Garlic Quinoa; Spinach, Tomato, and Smoked Gouda Couscous; and Vegan Indian Curry Quinoa.

Items that give an added boost will include:

- **Nutritional Ancient Grain Bar**, Wixon's take on the protein bar, made even healthier with Mag-nifique RSS for reduced sodium and Mag-nifique Sweet Lift for an enhanced perception of sweetness without added sugar or calories.
- **Nutritional Fibered-Up Black Chia Seed & Raspberry Microwave Muffin Mix**, a filling and convenient way to help curb hunger with the inclusion of garbanzo beans.
- **Nutritional Peach Greek Yogurt Smoothie**, a "good for you" mix to blend with milk and plain Greek nonfat yogurt. Mag-nifique Sour-Away reduces the perception of sourness without affecting pH, while Mag-nifique Astringency Away reduces the perception of astringency.
- **Nutritional Protein-Packed Instant Lentil Soup**, with a garden variety of herbs and vegetables, such as carrots, roasted garlic, red bell peppers, onion, celery, tomato, and leeks.
- **Nutritional Protein-Packed Pancake Mix**, a blend that features a traditional pancake flavor with the slight crunch of quinoa.

"We are seeing consumers' growing interest in choosing foods and beverages that support a healthy lifestyle, and Wixon's booth at the PLMA Show will showcase how we create gourmet dry mixes and seasonings that address their needs without sacrificing flavor," says Wixon

Consumer Products Divisional Leader Paul Whitaker. “Wixon’s three core levels of service ensure that our customers’ products meet expectations, from innovative concepts through formulation development to efficient production and professional packaging. Trust Wixon to be your go-to partner for developing non-GMO, gluten-free, organic, and nutritional seasonings, beverages, bakery, and more – for better health and better taste.”

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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