



FOR IMMEDIATE RELEASE

Contact: Mark McLaughlin
Ron Sonntag Public Relations
Phone: (414) 354-0200 x106
E-mail: Mark@rspr.com

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Wixon to Introduce Globally-Inspired Seasoning Concepts at The Flavor Experience

ST. FRANCIS, Wis. – Wixon will be introducing new seasoning flavor systems for adventurous palates to be served at The Flavor Experience conference in Newport Beach, California, Aug. 3 through 5. Crafted by The Wixon Foodservice Group, a team of flavor chemists, meat scientists, and food technologists, the menu concepts were developed in Wixon’s Innovation Center and from globally-sourced ingredients.

The offerings, which incorporate several of Wixon’s signature flavor systems, include:

Australian Beef Sliders with Whipped Blue Cheese and Tomato Jam – Create flavors from down under with these Sliders topped with a dollop of Whipped Blue Cheese – a mix of Wixon Smoky Salt Blend, cream cheese, and blue cheese. Wixon Tomato Jam Blend, combined with white wine vinegar, sugar, onions, and tomatoes, adds a bit of spice.

Pork Confit Crepe with Sour Cherry Slaw – Shredded pork is cooked sous vide style and confitted with Wixon Seasoning Blend. Sour Cherry Slaw, featuring Wixon Sour Cherry Slaw Seasoning, tops the Crepe, to create a unique, French-inspired starter.

Sauerbraten Short Ribs with Mini Potato Pancakes and Sour Apple Cream Sauce – German-style boneless short ribs are prepared sous vide style in a blend of Wixon Sauerbraten Mix, mirepoix, red wine vinegar, and Worcestershire sauce. Mini Potato Pancakes and Sour Apple Cream Sauce, created with Wixon Apple Seasoning, pair with the protein.

Urfa Chicken with Urfa Biber BBQ Sauce – Reminiscent of Turkish tastes, boneless chicken is saturated in Wixon Biber Marinade brine, then dried and dipped into Urfa Rub, for a bit of tangy, chili pepper heat. Urfa BBQ Mix, blended with ketchup, lemon juice, olive oil, and prune juice creates a sweet sauce, ideal for coating throughout cooking and as a serving sauce.

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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