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## **WIXON'S MENU AT REGIONAL IFTS WILL 'EXCITE THE SENSES WITH UNEXPECTED FLAVOR'**

Editor's Note:

Please scroll down to access high-res images of the flavors. We welcome your use.

ST. FRANCIS, Wis. – Wixon, a manufacturer of seasonings, flavors, and technologies for the food and beverage industry, will showcase its latest flavor blends enhanced with Mag-nifique technology at several Regional IFT events throughout the year. The menu's theme will feature flavor modifiers that reduce sugar and sodium, resulting in health and wellness benefits.

Samplings of the selection of the new flavorings will vary with each Regional IFT. The flavor tastings may include:

**Homemade Chicken Soup Puffs:** A delicious wheat flour, parmesan cheese, garlic, and spiced puff, with chicken-flavored filling including turmeric, sage, celery, carrot, red peppers, natural flavor and Wix-Fresh™ flavor technologies. Fortified with vitamins A, E, D, magnesium, and zinc to target cold and flu symptoms, Wixon's unique seasoning blend brings you the flavor of homemade chicken soup in a puff.

**Mango Lassi Cheesecake Bar:** This unique bar combines an Indian Lassi flavor profile with a curry-flavored crust. Rich in fiber and low in sugar using flavor technology Mag-nifique™ Sweet Advantage, this delicious blend of sugarcane fiber, vanilla, and flavors including mango, turmeric, coriander, cumin, and ginger is sure to excite the senses. Indian Lassi is commonly found in a yogurt beverage form; now you can have it in a bar!

**Go Bananas Jerky:** A combination of bourbon, banana and cinnamon flavors, spices and Wix-Fresh™ Max for great flavor stability all packed into a beef stick.

**Fried Chicken Chip:** A blend of chicken flavor, onion, garlic, black pepper, celery, paprika and Mag-nifique™ flavor technologies applied topically to a chip. A chip that tastes “just like chicken!”

**Brazilian Yogurt Dip:** Inspired by the location of the 2016 summer Olympics, a blend of Australian-style yogurt, mango, garlic, and Mag-nifique™ flavor technologies yields a delicious Brazilian dip. A one-of-a-kind dip that’s also a good source of protein and contains probiotics.

**Gochujang Popcorn:** A reduced sodium blend of coconut oil, honey, gochujang seasoning and KCLean Salt™ applied topically to popcorn. This new, trendy flavor profile typically found in a condiment can now be applied topically to popcorn.

**Shock-Olate Meal Replacement Shake:** A North African inspired flavor profile combines cocoa powders, red and chili peppers, cinnamon, ginger, peppermint, lemon, Mag-nifique™ flavor technologies and added vitamins, minerals & protein. A new, savory flavor that also brings an unexpected heat to the palate.

Wixon will be featuring “Excite the Senses with Unexpected Flavor” at:

- Southern California IFT; Suppliers’ Night Expo; March 10, Disneyland Hotel Exhibition Hall, Anaheim
- New York IFT Suppliers’ Day; April 5, Garden State Exhibit Center, Somerset, N.J.
- Great Lakes IFT Suppliers’ Day; April 20, Kellogg Arena, Battle Creek, Mich.
- Northern California IFT Suppliers’ Night Expo; May 5, Alameda County Fairgrounds, Pleasanton, Calif.

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.