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NEWS RELEASE

Wixon Mag-nifique™ Custom Taste Portfolio grows with CBD Taste Modifier

New Green-Away for CBD masks bitterness and off notes in hemp-derived CBD

ST. FRANCIS, Wis. (Aug. 28, 2019) – Since last December when it became legal to grow hemp across the U.S., interest in cannabidiol or CBD skyrocketed. In fact, according to Google Trend data, so far in 2019 interest in CBD is outpacing search query volume and growth for cannabis, THC (tetrahydrocannabinol, the psychoactive compound in cannabis) and hemp. Furthermore, interest in CBD is strongest in the food and beverage industry, where year-over-year social mention growth was 189%, according to Signals Playbook™. Numerous estimates put the CBD food and beverage market value in the billion dollar range.

All this market potential has ignited a flurry of CBD product development in the food and beverage space and brought awareness to flavor challenges with hemp-derived CBD. To address these flavor challenges, Wixon is launching the taste modifier, Green-Away for CBD, designed specifically for use with hemp-derived CBD.

“Green-Away for CBD is the newest addition to our Mag-nifique™ custom taste portfolio,” says Mel Mann, director of innovation, Wixon. “And much in the same way as with our other Mag-nifique™ taste modifiers, Green-Away gives us the ability to mask bitterness and off-notes often associated with hemp-derived CBD.”

The Green-Away for CBD masking technology directly targets the bitter and undesirable taste of hemp-derived CBD in applications without imparting sweetness or affecting any other aspect of taste. In keeping with the entire Mag-nifique™ portfolio, Green-Away for CBD is labeled as a natural flavor and is available in liquid, dry and non-GMO formulations.

The Mag-nifique™ Portfolio of Modifiers

Wixon Mag-nifique™ technology offers food and beverage product developers a broad range of flavor modification systems. Green-Away for CBD is from Mag-nifique’s™ functional category of custom taste solutions. The newly relaunched Mag-nifique™ portfolio includes solutions for:





*Blending innovation
with a passion for service
since 1907*

FLAVORS • SEASONINGS • TECHNOLOGY

- Reducing sugar and sodium without affecting flavor
- Increasing functional ingredients (protein, vitamins, CBD) without affecting flavor and mouthfeel
- Masking off-notes and bitterness
- Enhancing intended or desirable savory notes without MSG

SupplySide West 2019 Demo

During SupplySide West 2019, attendees will be able to sample the Wixon Green-Away for CBD technology in booth: FiNA 2776. Wixon taste experts will be on hand to discuss food and beverage taste development with hemp-derived CBD.

For more information about Green-Away for CBD and the entire Mag-nifique™ portfolio of taste technologies, visit www.wixon.com.

About Wixon Inc.

As a trusted manufacturer of dry and liquid custom taste solutions since 1907, Wixon provides seasoning blends, flavors, and flavor technologies to food and beverage companies across all retail and foodservice channels. Wixon also offers consumer packaging options for companies seeking turnkey solutions for dry mix food, beverage and nutrition products. Combining creative taste capabilities and solutions with a passion for service, Wixon drives innovation and differentiation for its customers. Located in St. Francis, Wis., Wixon is certified FSSC 22000, a Food Safety System certification fully recognized by the Global Food Safety Initiative (GFSI). Visit www.wixon.com for information on products and capabilities.

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