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**NEWS RELEASE**

**TWO NEW HIRES BOLSTER WIXON'S INDUSTRIAL SALES TEAM**

ST. FRANCIS, Wis. (April 21, 2020) –Today Wixon announced two new hires for its industrial ingredients division—Rob Kerfin for a newly created position of Business Development Manager and Lori Paslaski, for a sales position focusing on Midwestern states. Both positions will report to Terry Yakes, the division's director of sales.

Rob Kerfin brings with him a wealth of experience within the food ingredient industry, occupying sales and business development positions at many national and multinational firms during his career to date. In fact, Kerfin was a former Wixon employee, now returning to the company.

Yakes said, "Rob's many years of experience, relationships within the food industry and strong knowledge of the industrial ingredient market will be a great asset to Wixon's plans for future growth. In particular, Rob's focus will be to help expand all areas of Wixon's business in the Central and Eastern areas of the U.S."



*Rob Kerfin*

Kerfin will operate out of Chicago where he resides with his wife Stacie. Together they enjoy going to area museums and restaurants, learning about architecture, and supporting their favorite baseball team – the Chicago White Sox.

**Midwestern coverage**

"Lori will focus on Wixon's business in the Illinois, Ohio, and Indiana regions of the U.S.," said Yakes. "Her background as an account manager and relationships within the food industry will most certainly add to her success, as she represents Wixon in her territory."



*Lori Paslaski*

Lori Paslaski has worked within the food ingredient industry for the past five years as a sales representative for a multinational company with a wide array of globally-sourced specialty food ingredients. Prior to this, Paslaski perfected her marketing skills with a lengthy career in public relations, marketing and journalism. Paslaski will operate from a base in suburban Chicago, where she lives with her husband and six children.



**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](http://www.wixon.com) for information on products and capabilities.

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