



WIXON INNOVATES  
**TASTE + HEALTH  
 FORWARD  
 MUSHROOM**

Mushrooms are widely known for their earthy and umami-rich flavor, but are fast-growing in popularity for their associated health benefits and meat-like texture. As more consumers seek out plant-based alternatives to meat products and healthier food options, mushrooms can provide the desired texture and health halo.

There are over 10,000 known varieties of mushrooms, with thousands yet undiscovered. With consumer’s increasing interest in better-for-you ingredients, adaptogenic mushrooms have taken center stage. To qualify as an adaptogen, these mushrooms must help a person adapt to stress and provide a normalizing effect on the body<sup>1</sup>. Most of these known adaptogenic mushrooms are associated with immunity, cognitive health and stress relief.\*

By researching consumer behavior and trend data, Wixon’s Marketing and Innovation team has identified mushroom as a top ingredient trend. Let the growing

desire for health-forward dishes fuel your next innovation. We have combined the creativity of our R+D and Culinary experts to develop flavor inspiration that keeps you ahead of the curve.



**ADAPTOGENIC MUSHROOMS  
 PROMOTED HEALTH CLAIMS\***

**Reishi**

Provides immunity, relieves stress and anxiety

**Lion’s Mane**

Aids in memory and cognition

**Chaga**

Antioxidant and supplies immunity

**Shiitake**

Promotes immunity

**Maitake**

Supplies immunity, and healthy blood sugar levels

**Cordyceps**

Provides energy and stamina, improves endurance and lung function

**Turkey Tail**

Supports immunity

\*These attributes have been associated with mushroom consumption and have been written about by various secondary sources. Wixon has not verified these claims through primary research.



**ABOUT WIXON INNOVATES**

Research-driven trend identification unites imagination and science in Wixon innovation. Our constant state of creation leads to value-driven custom taste solutions for food and beverage. For more information on the latest flavor trends influencing today’s food culture, visit [www.wixon.com](http://www.wixon.com).

<sup>1</sup>Effects of Adaptogens on the Central Nervous System and the Molecular Mechanisms Associated with Their Stress—Protective Activity, Alexander Panossian, Georg Wikman, Pharmaceuticals (Basel) 2010 Jan; 3(1): 188–224. Published online 2010 Jan 19.

## CULINARY INSPIRATIONS



### Vegan "Crab" Cake

Add the seafood texture and taste without the crab in this vegan seafood alternative. We have paired a seafood flavor system with cognitive-boosting Lion's Mane and sautéed mushrooms.

#### Wixon Flavor System

- Wixon Seafood Flavor
- Lemon Mustard Seasoning



### Blended Meatball

The flexitarian diet trend has boosted the popularity of "blended meat". Our blended meatball includes 25% of sautéed mushroom with 60% of beef and 15% of Wixon's Wix-Fresh™ OatMax binding technology.

#### Wixon Flavor System

- Wixon Natural Mushroom Flavor
- Mushroom Meat Seasoning
- Wix-Fresh™ OatMax Technology



### GF Mushroom Pizza Crust with NGMPV Instant Pesto Sauce Mix

Free-from and health-forward options can prove challenging in the comfort food space. We have developed a gluten-free mushroom pizza crust and paired it with an instant pesto sauce that is allergen-free, NGMPV and includes adaptogenic Cordyceps mushroom.

#### Wixon Flavor System

- **Crust:** Majestic Mushroom Seasoning
- **Sauce:** Adaptogenic Pesto Sauce



### Savory Mushroom Oatmeal

Switch up a typically sweet mealtime treat with our savory mushroom oatmeal blend. Kibbled mushrooms provide added texture, while adaptogenic Maitake mushroom provides a health boost to our Asian seasoning blend.

#### Wixon Flavor System

- Asian Mushroom Seasoning



### Smoked Gouda on Mushroom Chips

Give your healthy snack base a boost of flavor with a complementary seasoning blend. Smoky flavors and regional cheeses are trending, and our smoked gouda seasoning packs the perfect flavor punch topped on umami-rich mushrooms.

#### Wixon Flavor System

- Smoked Gouda Seasoning



### Milwaukee Market Fermented Mushrooms

As consumers search for more ways to improve gut health, natural fermentation is seeing positive growth. Our Milwaukee Market seasoning blend provides the perfect flavor complement to fermented veggies.

#### Wixon Flavor System

- Milwaukee Market Seasoning



### Horchata Pea Protein Drink

Take your protein drink to the next level by providing a blend of health-boosting adaptogens, 20g of protein and a creamy cinnamon flavor.

#### Wixon Flavor System

- Horchata Protein Drink Mix
- Mag-nifique™ Pro-No Technology



### Chaga Chocolate Ice Cream

Provide permissible indulgence with rich, creamy ice cream infused with adaptogenic Chaga mushrooms. Our ice cream mix has craveable dark chocolate and vanilla notes, including 15% of mushrooms.

#### Wixon Flavor System

- Chaga Chocolate Ice Cream Mix



### Mexican Mocha Relaxation Cookies

Let the stress slip away with this 30% sugar-reduced adaptogenic cookie with a hint of spice.

#### Wixon Flavor System

- Mexican Mocha Cookie Mix
- Wixon's Cold Brew Coffee Flavor
- Mag-nifique™ Sweet-Lift Technology



### Umami Seasoning

Our mushroom seasoning blend is a savory, umami-rich blend that tastes great on just about anything. We have reduced the salt by 20% adding Wixon's Mag-nifique™ KClean Salt™ RSS technology.

## NEED MORE INSPIRATION?

Our R+D and Culinary team can develop any custom taste solution for your mushroom-inspired product. Here are a few tasty flavors we would recommend:

#### Application Inspiration

- Reishi Tiramisu
- Hot Italian Portabella Jerky
- Chicken Porcini Marsala Sausage
- Lion's Mane Rooibos Rose Tea
- Balsamic Dill Glaze on Mushrooms

#### Flavor Inspiration

- Spicy Cantonese Shiitake
- Dark Chocolate Cremini Crème Brûlée
- Cordyceps Toasted Coconut + Cold Brew
- Roasted Champignon + Thyme
- White Truffle + Black Garlic