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NEWS RELEASE

WIXON, INC. EXPANDS OPERATIONS IN ST. FRANCIS

New expansion will create 40 jobs, \$15 million capital investment

ST. FRANCIS, Wis. (Aug. 24, 2021) – Wixon, Inc., a trusted manufacturer of custom taste solutions for food, beverage, and nutrition companies is expanding its facilities in St. Francis – a more than \$15 million project expected to create 40 jobs over the next three years.

The Wisconsin Economic Development Corporation (WEDC) is supporting the project by authorizing up to \$200,000 in state income tax credits over the next three years. The actual amount of tax credits Wixon, Inc. will receive is contingent upon the number of jobs created.

“This investment by Wixon, Inc. solidifies the company’s continued commitment to Wisconsin and is a testament to the strength of our manufacturing industry,” said Missy Hughes, secretary and CEO of WEDC. “I congratulate Wixon, Inc. on its expansion and look forward to its continued success in St. Francis.”

The company plans to expand its manufacturing and packaging operations after experiencing increasing demands and a growing market for its products.

“With projected compound annual growth of 45% on top of over 50% growth last year, it was clear that we would need more room for success,” said Peter Gottsacker, President of Wixon and Gott Pet Products. “Additional supply chain facilities were also needed because of the success of Gott Pet Products, a separate Wisconsin-owned family business. Gott Pet Products sells dog treats under the brand name of Charlee Bear Dog Treats® and the Hound and Gatos® line of dry and wet dog and cat food.”

Project plans include purchasing a 100,000 square foot facility located in the airport industrial park for manufacturing and purchasing new machinery and tooling. Wixon owns and maintains several buildings on the campus, but the ability to physically expand its operations is limited due to its proximity to the surrounding buildings.

The company is taking a creative approach to its operational footprint through adaptive reuse of the existing buildings. In addition to supporting widespread growth, the segregated expansion will also further support the Gott Pet Products line.

The expansion will result in the creation of 40 jobs with an average hourly wage of \$27.61. The company anticipates spending approximately \$500,000 on training the new employees throughout the project.

“I was so pleased to hear that the State of Wisconsin is supporting Wixon, Inc’s expansion in St Francis,



where it continues to be a good corporate citizen as well as an innovative part of the U.S. food economy!” said state Rep. Christine Sinicki.

In addition to the 40 jobs expected to be created by Wixon, Inc., an economic modeling study estimates the project could indirectly generate 74 additional jobs in the region. Those 114 new jobs are expected to generate \$250,393 in state income tax revenue annually.

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, beverage, and nutritional 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.

About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities, and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit wedc.org or follow WEDC on Twitter @WEDCNews to learn more.

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