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NEWS RELEASE

WIXON DEBUTS FLAVOR TECHNOLOGY – FLAVORFRESH SR™

Provides high-impact, sustainable flavor significantly more cost-effectively than standard flavors

ST. FRANCIS, Wis. (Aug. 10, 2021) – Designed to maintain excellent flavor and aroma under the most challenging processing conditions, the new, all-natural FlavorFresh SR™ is economical too. Its cost-in-use is a fraction of standard spray-dried flavors. Due to a proprietary manufacturing process, FlavorFresh SR™ maintains up to 10 times more stabilized flavor components than traditionally processed flavors. FlavorFresh SR™ technology preserves intended flavor attributes through the rigid intensity of food and beverage manufacturing processes, delivering superior flavor and performance. FlavorFresh SR™ is also easy to use. It's a free-flowing, water-soluble, encapsulated powder that disperses evenly while preventing flavor and aroma "hot spots" in finished applications.

"Taste is the most important factor for consumers when selecting food, beverage, and nutritional items," says Wixon Senior Vice President, Ron Ratz. "People expect to enjoy the same flavor experience from a product each and every time they consume it. FlavorFresh SR™ was developed to ensure consumer expectations for consistent flavor and aroma delivery in products. Providing stable flavor and aroma is vital for consumer acceptance and loyalty and for fostering product and brand integrity."

Comfort flavors

Currently available in both vanilla and maple varieties, FlavorFresh SR™ is a concentrated sustained-release flavor alternative that is more cost-effective than traditional spray-dried formats. "Consumers are drawn to nostalgic, comforting flavor profiles, such as vanilla and maple," says Ratz. "These are versatile flavors that fit into both savory and sweet applications. We're especially excited about working with them in plant-based products where alternative proteins often present flavor challenges. In these hard-to-flavor plant bases, our FlavorFresh SR™ technology excels. This new flavor technology complements our current technology portfolio where we can offer total taste solutions customized to fit customers' unique products."

More information and samples of the FlavorFresh SR™ flavor system and other Wixon flavor technologies can be obtained at [FlavorFresh SR](#).

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.

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