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**NEWS RELEASE**

**WIXON OFFERS NEW JAPANESE-INSPIRED FLAVOR SYSTEMS**

*Latest Wixon Innovates research reveals Americans' yen for Japanese cuisine*

ST. FRANCIS, Wis. (Oct. 12, 2021) – “Interest in Japanese cuisine and flavors has really taken hold among U.S. consumers in the past few years,” says Wixon Marketing Manager, Rachael Jarzembowski. “Sushi and ramen were the gateway for diners, especially younger ones, but now there’s a desire to explore beyond these dishes.” Not only have 41% of U.S. consumers eaten Japanese cuisine at home or away from home, but 45% are also interested in eating it from a restaurant or retail store, according to Mintel.

This burgeoning interest in Japanese cuisine in the U.S. was the catalyst for the latest Wixon Innovates flavor development research. Taking key flavors – e.g., shoyu, yuzu, and togarashi – found commonly in Japanese cuisine, Wixon taste experts created a diverse range of complex flavor systems that can be used in food and beverage applications.

**A savory sampler**

“Umami may be the most recently identified of our five basic tastes, but it has ancient roots in Asian cuisines, Japanese in particular,” says Wixon Corporate Chef, Ryan Kukuruzovic. “The savory, umami notes in traditional Japanese fermented foods like miso and shoyu are incredible as the basis for culinary flavor development. We also found the rich diversity of ingredients and preparation techniques in Japanese cuisine inspiring, as we reimagined them as crave-able flavor systems.”

**Japanese-Inspired Flavor Systems:**

- Umeboshi Coconut
- Smoky Shoyu Caramel
- Smoky Tonkatsu
- Yuzu Hojicha
- Salted Caramel Miso
- Japanese Whiskey Shoyu
- Garlic Togarashi
- Japanese Curry



- Sudachi Kosho
- Pickled Ginger

More information about the latest Wixon Innovates research and Japanese-inspired flavor systems listed above can be found at [Japanese Flavors - Wixon, Inc.](#)

### **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 beverages. For more information on the latest flavor trends influencing today's food culture, visit [www.wixon.com](http://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, 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](http://www.wixon.com) for information on products and capabilities.

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