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**FOR IMMEDIATE RELEASE**

**WIXON ANNOUNCES NEW TASTE OF CARIBBEAN FLAVOR SYSTEMS**

*Dives into island cuisines' global influences in latest Wixon Innovates culinary research*

ST. FRANCIS, Wis. (Sept. 27, 2022) – Today Wixon announced the debut of a line of custom Caribbean flavor systems inspired by the diverse cuisine of the Caribbean islands. “It’s a prime time for flavor inspiration,” says Wixon Marketing Manager, Rachael Jarzembowski. “Despite the ongoing effects of the pandemic and current inflationary pressures, people still want some adventure – experiencing new flavors from exotic locales like the Caribbean fills that desire.” In fact earlier this year, 46% of consumers reported having tried Caribbean cuisines and said they would do so again, according to Mintel. A further 24% had not tried it but would be interested in trying it.

The latest Wixon Innovates flavor development research took a deep dive into Caribbean cuisine and its far-reaching global influences. With more than 700 islands scattered across a million plus square miles in the Caribbean Sea, the region’s cuisine is highly dependent on local ingredients, yet features diverse and bold flavors. Island staples such as cassava, yams, rice, plantains, beans, fungi, and seafood play host to enticing flavor combinations of aromatics, herbs and spices from fiery sweet heat to subtle tangy citrus.

“Caribbean cuisine is an eclectic symphony of flavor notes, foods and cultures,” says Wixon Corporate Chef, Ryan Kukuruzovic. “It incorporates an extensive array of ingredients and flavors from cuisines across the globe – African, Creole, Cajun, Amerindian, European, Latin American, Northern and Eastern Indian, Middle Eastern, and Chinese. While all these cuisines individually were formative to Caribbean cooking and ultimately to its culture, their distinct flavors now have melded into one delectably unique cuisine we know as Caribbean.”

The Wixon team developed a new line of Caribbean-Inspired flavor systems based on the Innovates research. Examples follow:

- **Cuba Libre** – a subtly sweet, savory cola blend balanced with dark Jamaican rum and zesty lime.
- **Caribbean Coconut Curry** – with notes of turmeric, spicy ginger, coriander, fenugreek, thyme, toasted cumin and allspice.
- **Agrio de Naranja** – inspired by traditional Dominican hot sauce, a citrusy, fruity and savory blend.



- **Wasakaka** – or guasacaca – fresh, green notes, paired with black pepper and garlic, boasting a citrusy finish.
- **Caribbean Blackened** – a sweet and spicy blend with savory brown notes accentuated with bitter orange and fresh lime flavor.
- **Scotch Bonnet Guava** – a sweet and spicy combination inspired by traditional Jamaican Jerk seasoning with an added fruity guava twist.

More information from the latest Wixon Innovates research and about these and other Caribbean-inspired flavor systems can be found at [Caribbean 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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