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NEWS RELEASE

WIXON HIRES EAST COAST ACCOUNT MANAGER

ST. FRANCIS, Wis. (April 25, 2023) – Today Wixon, a leading custom taste provider to the food and beverage industry, announced the hiring of Melanie Brady to manage industrial ingredient accounts on the East Coast of the U.S. In her new position, she will be reporting to Wixon’s Director of Sales, Industrial Ingredients, Terry Yakes. With her previous sales experience in the food and beverage space, Melanie has garnered a proven ability to build and foster longstanding relationships within her customer base.

“We are excited to welcome Melanie to our sales team,” commented Yakes. “Her extensive knowledge and success in the flavor and beverage industry will be an asset to our team and to our customers on the East Coast. Her appointment is part of Wixon’s ongoing commitment to building a world-class team dedicated to providing exceptional service and quality to our customers.”

Melanie is a graduate of The Ohio State University and is based in Columbus, Ohio, where she will manage her territory, helping customers grow and innovate in the industrial ingredient space. Not only is Melanie passionate about the food and beverage industry, but she also loves trying new global cuisines whenever the opportunity arises.

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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