



**FOR IMMEDIATE RELEASE**

**Contact:** Mark McLaughlin  
Ron Sonntag Public Relations  
Phone: (414) 354-0200 x106  
E-mail: [Mark@rspr.com](mailto:Mark@rspr.com)

**Thursday, June 10, 2010**

## **New Products from Wixon Combine Innovation and Wellness**

**ST. FRANCIS, Wis.** – Wixon Inc. has introduced its latest offerings for the food and beverage industry that deliver a healthier take on popular and exotic menu items. Fitting for health-conscious consumers, those on sodium- and sugar-restricted diets, and families, Wixon's assortment of new products combines the company's innovative flavor technologies with the incorporation of the nutrients of fruits and vegetables.

The innovative new products include:

**Hidden Vegetable Sauce** - A dry mix that can be added to any vegetable to prepare a great-tasting pizza or marinara sauce, it allows the inclusion of health benefits from the additional vegetables without compromising on flavor. The versatile mix masks the taste of vegetables yet mimics a traditional Italian red sauce. Ideal for parents and health-conscious consumers, the product creates a low-sugar sauce. A new twist on conventional tomato-based sauce, the incorporation of vegetables also creates a more satiating topping.

- More -

**Yogurt Pomegranate Pops** - Ice pops commonly contain high amounts of sugar with minimal health benefits. This dry mix can be mixed with water, added to yogurt, and frozen to create a colorful bar that is low in fat and sugar. Ingredients include pomegranate, stevia, and Mag-nifique™ for Stevia, a taste modifier that enhances sweetness and reduces the lingering aftertaste caused by the sugar substitute. The Yogurt Pomegranate Pops actually contain up to one-third less calories and carbohydrates than the leading ice pop brand. Any other fruit can be added to the Pop, as well, for additional nutrients that make a treat both kids and adults can enjoy.

**Mango Lassi** - This Indian yogurt drink is a healthy and convenient snack that contains less than a half teaspoon of sugar per serving due to the incorporation of Mag-nifique for Stevia. Whey protein, honey, buttermilk, mango, passion fruit, and vanilla create a refreshing smoothie with an ethnic twist that is easy to prepare. No blender is needed; just add the dry mix to milk or yogurt. Naturally sweetened with stevia, the drink can be modified to any flavor combination for increased wellness benefits from fruit.

**Turkey Sloppy Joe Patty** - A sloppy Joe without the mess, Wixon's turkey patty is a sensible alternative to the traditional comfort food. A dry blend that is added to ground turkey meat, this easy-to-prepare patty can be sold fresh or frozen and heated on the grill or in the microwave. Tomato, soy protein, brown sugar, onion, garlic, stevia, and spices comprise this convenient patty that features less than one teaspoon of sugar per serving and is low in sodium and high in fiber. The meat also contains Wixon flavor systems Mag-nifique for Stevia and KCLean™ Salt, which contains 50 percent less sodium and reduces the bitter metallic aftertaste of regular salt.

“These new products deliver the trends that research has shown is on the rise,” says Bob Kaminski, Wixon's director of consumer products lab. “Products that are good for you can still taste delicious, and our flavor modifiers and systems make that happen. Our latest offerings are a smart choice for food processors, manufacturers, and foodservice companies that will leave the consumers wanting more.”

Wixon is a fully integrated food and beverage ingredient leader providing custom-ground spices, blended seasonings, flavor technologies, protein expertise, and consumer products and packaging. Wixon's brand promise of Service Driven Culinary Science gives customers the added benefit of food technology enhanced by the creativity of culinary arts. With its advanced scientific and culinary capabilities combined with a passion for service, Wixon drives innovation and provides solutions for its customers. Besides custom flavor formulations, Wixon offers R&D, product development, packaging options, inventory management, and just-in-time delivery. Wixon is ISO9001 certified and QAI Organic Certified. It celebrated its 100<sup>th</sup> Anniversary in 2007. Its campus is located at 1390 E. Bolivar Ave. in the Milwaukee suburb of St. Francis, Wis., 53235. More information on Wixon or any of its products may be obtained at [www.wixon.com](http://www.wixon.com) or by calling (414) 769-3000.

###