



## FOR IMMEDIATE RELEASE

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# New Offerings from Wixon Draw Inspiration from Around the World

**ST. FRANCIS, Wis.** – Wixon Inc. has introduced several new products that feature innovative flavor profiles captured in the latest ethnic food trends. From North America to Asia and back to South America, the offerings infuse exotic tastes and are inspired from fare around the globe.

The new assortment includes:

**Peruvian Meatloaf** – A nutritionally-enhanced and unique meatloaf with a Peruvian flair, this dish delivers a new twist on a classic comfort food. A dry seasoning that is high in fiber, low in sodium, and includes signature Wixon flavor technologies, this unconventional product features the nutritional benefits of sweet potato and oat fiber. Ingredients include ground beef, onion, salt, red and green bell peppers, aji amarillo pepper, sugar, garlic, and celery. KClean™ Salt, which contains 50 percent less sodium and reduces the bitter metallic aftertaste of regular salt, and Wix-Fresh™ OatMax, which adds the benefits of fiber while promoting moisture and flavor retention, makes the meatloaf healthy. The spicy Aji Dipping Sauce includes a two-part flavor system: first, for delivering the inclusion of large pieces of diced vegetables along with Wix-Fresh™ technologies; and the second, added to water, lettuce, oil and mayo. The seasoning is also ideal for creating meatballs and burgers with a kick.

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**Latin-Inspired No-Burn Chicken Glaze** – A barbeque sauce and multi-purpose condiment based on Latin American flavors, this low-sugar, non-burning grilling glaze combines the sensations of sweet and hot with hints of hibiscus, coconut, and mango. The dry seasoning mix can be added to water and vinegar for a unique flavor system that can be brushed onto chicken and then baked or grilled, remaining clear and shiny. The glaze contains less than one gram of sugar per serving and can also serve as an exotic dip or spread. Wixon’s flavor system can be applied to any grilling sauce and flavor combination.

**Samosas** – A traditional Indian snack that can be frozen and microwaved for an “on-the-go” meal, this portable dish is low in sodium and sugar. The three-part flavor system needs to be combined with only water, yogurt, and fruit. Milk, onion, spices, butter, annatto, turmeric, soy, garlic, and green onion blend with sweet potato for a fiber-filled snack. Two complementary dipping sauces complete the meal for ethnic, inspired tastes. Brown sugar, lime juice, red bell pepper, spices, green onion, salt, stevia, and onion comprise the Spicy Mango Chutney Sauce Seasoning. The Hot Sweet Yogurt Dipping Sauce Seasoning is a zesty mix of spices, tomato, brown sugar, chili pepper, and stevia. KClean Salt and Mag-nifique™ for Stevia, a taste modifier that enhances sweetness and reduces the lingering aftertaste caused by the sugar substitute, make the sauces healthier.

“Our research on food industry trends has indicated that consumers are increasingly seeking ethnic styles of cuisine – when dining out and in their own kitchens,” says Bob Kaegi, Wixon’s director of protein applications and seasonings. “Wixon has the knowledge, innovation, and solutions to meld the latest in exotic flavor systems and meet demand.”

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.

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