



FOR IMMEDIATE RELEASE

Contact: Mark McLaughlin
Ron Sonntag Public Relations
Phone: (414) 354-0200 ext: 106
E-mail: Mark@rspr.com

Wednesday, April 14, 2010

New Wixon Foodservice Group Translates Trends Into Food

ST. FRANCIS, Wis. –Wixon Inc. has introduced the Wixon Foodservice Group, a new division dedicated to serving the restaurant industry by incorporating food science and technology with the culinary artistry of its chefs.

With more than 100 years of expertise in product development, the new Wixon Foodservice Group will provide market and menu trends, innovative menu ideation and creation, and completely customized formulations for its customers. The division's capabilities also include solutions to day-to-day concerns of pricing, turn-around time, and packaging.

Wixon's team of seasoned flavor chemists, meat scientists, technologists, and chefs examine the latest in culinary and industry trends and trade offerings to formulate the leading-edge in menu solutions. The Wixon Foodservice Group is led by Dean Antczak, director of national sales; Scott Cramer, foodservice product manager; and Judson McLester, corporate chef.

- More -

Antczak has been with Wixon for twelve years, having begun as foodservice product manager, promoted to regional sales manager, and then became director of national sales. Prior to joining Wixon, Antczak had 14 years of sales and management experience. He attended the University of Wisconsin-Milwaukee and completed protein-related courses at Iowa State University and Mississippi State University. Antczak is a member of the Institute of Food Technologists (IFT) and served as chairman of the Research Chefs Association (RCA) for the Chicagoland metropolitan area.

Prior to joining Wixon in 2009, Cramer served as regional business manager for Kerry Ingredients and as food technologist and director of technical sales for Total Ultimate Foods. He holds a bachelor of science degree in food science from The Ohio State University and is a member of the IFT and the RCA.

McLester, or “Chef Jud,” as he is commonly known, joined the company in 2007. He brings to Wixon 25 years of industry experience including developing products for foodservice, retail and industrial accounts; formulating flavor systems, recipes, and seasoning blends for topical applications of proteins; and developing marinades, glazes, sauces and condiments, and refrigerated ready-to-serve products. He is a founding member of the RCA and a member of the IFT and the American Culinary Federation. Chef Jud is a graduate of the Culinary Institute of America, Hyde Park, N.Y.

Products for the Wixon Foodservice Group are created in the company’s Innovation Center for Culinary & Protein, a recently-constructed state-of-the-art facility designed to offer customers the latest in testing, new product development, demonstrations, and prototype food products.

“The new Wixon Foodservice Group truly demonstrates our skill of blending culinary innovation with the science of product design and development,” says Chuck Ehemann, Wixon’s executive vice president. “With nearly half of all food purchases spent on dining out in 2009, consumers are still seeking convenience while aiming to treat themselves or others. Wixon has its pulse on the latest trends – from snacking and breakfast foods to ethnic flavors and sweeteners – to deliver winning items that result in our customers’ success.”

A new foodservice-oriented micro Web site, WixonFoodservice.com, is designed to showcase the new division’s capabilities and provide personalized support to its customers. The Wixon Foodservice Group launch also includes new sales collateral, a product catalog, and a new logo and tagline, “From market trends to menu solutions.”

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 100th 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 or by calling (414) 769-3000.

###