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Wixon's Menu at IFT Features An 'App for Every Flavor Situation'

ST. FRANCIS, Wis. – Wixon Inc. is set to showcase the company's talent for translating the latest trends into food at the IFT Annual Meeting & Food Expo[®] July 17-20 at Chicago's McCormick Place. Wixon's theme, "Apps for Every Flavor Situation," will be evident throughout the wide and varied menu, delivering flavor systems applications (apps) for every meal of the day and a solution for every flavor situation.

Attendees can enjoy gourmet specialties designed by Wixon's corporate chef, Judson McLester, at the Chef Center.

- Chef Jud, as he is known, will craft **Omelet Sticks**, a golden fried portable breakfast of reduced-sodium turkey bacon, wrapped in seasoned potatoes and infused with a butter herb seasoning. Served with Maple Brown Sugar Ketchup, made with Mag-nifique[™] Sugar Lift technology to enhance sweetness perception, the Omelet Sticks are an indulgent breakfast "on the go."

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- **Antojitos**, Mexican-inspired street food, also will be served. Grilled flat bread layered with shredded hickory-smoked mole seasoned cabbage and Orange Goji Berry Vinaigrette is finished with Aji Amarillo Annatto marinated chicken. The vinaigrette is developed with Mag-nifique™ Sour-Away; Mag-nifique™ Sweet Lift, for a synergetic effect with sugar that enhances perceived sweetness; and Wixon’s Garam Masala seasoning. The chicken is enhanced with Wixon’s Aji Amarillo Annatto seasoning featuring KCLean™ Salt, an all-natural flavor modifier that matches the taste and texture of regular salt with half the sodium, and Wix-Fresh™ Umami, to enhance natural flavors.
- Featuring Wixon’s Thai flavor system, the **Thai Slider with Coconut Coleslaw** will deliver a touch of the Far East. A pan-seared blend of beef, pork, and chicken, water chestnuts, coconut milk, and Wixon Thai seasoning will be served on a yeast-raised roll topped with coconut coleslaw. Made with Wix-Fresh™ MinerMax, the protein technology provides an antioxidant benefit while potentiating savory notes and inhibiting oxidation. The Slider also is prepared with Wix-Fresh Umami.

At its Snack Station, Wixon will showcase some of its tastiest snack sensations that are low in sodium and sugar with the incorporation of KCLean Salt and Mag-nifique Sweet Lift technologies, developed by Leda Strand, director of technology applications and industrial ingredients, and Jill Sonntag, senior food technologist.

- Sweet flavors of honey, sugar, and tomato combined with the zest of Worcestershire, smoke, and chili peppers create the tangy **BBQ Baby Back Ribs Potato Chip**. Made with Sweet Lift & KCLean Salt, sugar is reduced by 34% and sodium by 38%.
- **French Toast Corn Puffs** will feature a medley of cinnamon, nutmeg, vanilla, and maple, combined with butter and white and brown sugars. Sweet Lift reduces the sugar content by 43%.
- Featuring a 24% reduction in sodium, the **Cheeseburger Potato Chips** made with KCLean Salt are a healthy alternative to the real thing. Beef, cheese, onion, dill pickle, and tomato, seemingly topped with mustard, tastes flame-grilled fresh.
- The **Sweet Potato Pie Chips** infuse brown and white sugar with vanilla and marshmallow. A blend of spices, including cinnamon, nutmeg, allspice, ginger, and cloves, round out this chip with a 51% reduction in sugar from Sweet Lift.

At the Wixon Counter, attendees can taste dishes prepared by Chef Jud and Ron Ratz, Wixon’s director of protein development.

- The **Breakfast Egg and Cheese Sausage Snack Stick** is ideal for “on-the go” appetites. Made with real eggs that you can actually see in the stick, the snack is developed with Wix-Fresh technologies. A **Bacon Breakfast Egg and Cheese Sausage Snack Stick** also will be available.
- The **Turducken Po Boy Sandwich** contains a marinated deli slice of chicken, turkey, and duck, made in Wixon’s new Meat and Poultry Pilot Plant, and is low in salt, fat, and calories. Served on a French baguette developed with KCLean Salt and Wixon Cajun seasoning, blackened coleslaw adds a taste reminiscent of that famous New Orleans flavor. Crispy, fried sweet onions, lettuce, and tomato finish off the sandwich.
- For comfort food with a twist, the **Meatloaf on a Stick**, also created in the Wixon Pilot Plant using MinerMax technology, will feature traditional meatloaf flavor with mashed potatoes.

“Wixon is looking forward to showcasing its menu of unique offerings, including innovative flavor profiles and healthy snacks delivered in the latest in trends at IFT,” says Wixon Executive Vice President Chuck Ehemann. “From new product development to consumer insights, we continually have our pulse on the best in food and flavor systems.”

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.

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