

Wixon Announces Grand Opening of New Innovation Center for Culinary & Meat Processing

Ribbon cutting, tasting, and tours, slated for February 26

ST. FRANCIS, Wis. – The Grand Opening of Wixon’s Innovation Center for Culinary & Meat Processing, will be held Thursday, Feb. 26, 2009, at noon, on Wixon’s campus in St. Francis, Wis. Events include a ribbon cutting, tours of the facility, and food tastings.

The \$2 million, 4,200-square-foot, center is designed to offer customers the latest in testing, new product development, demonstrations, and prototype food products.

“This Innovation Center is a major step forward for our company to broaden and extend the services we offer to our customers,” said Peter Gottsacker, Wixon president. “We now have a state-of-the-art facility to further assist our customers with research and development, testing of new products, create prototypes, and serve as a product showcase.”

The state-of-the-art culinary portion of the center is equipped with a commercial kitchen to replicate the prep area of restaurant and foodservice applications, complete with Viking appliances, griddles, charbroilers, and Sub-Zero refrigeration units. A presentation and conference area is equipped with digital audiovisual equipment that can show the chef demonstrations from several perspectives. Wixon’s corporate chef, Jud McLester, will be in charge of much of the product testing, evaluating and product formulations.

The meat pilot plant to develop new protein products and to produce prototypes of trial products for customers includes a chilled processing room, smokehouse and batch oven, and is equipped with grinders, stuffers, patty-makers, walk-in freezers and coolers, a linear cook line, batter and breading system, and vacuum packaging and tray overwrap system.. The meat pilot plant will be led by Ron Ratz, Wixon’s director of protein development.

About Wixon

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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