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Wixon Unveils New Mood Food Flavors

ST. FRANCIS, Wis. – Wixon Inc. has introduced 12 new flavors designed for consumers seeking food to connect with their mood.

“Our research indicates that as consumers get more adventurous in their tasting experiences, they also want flavors that recall a certain experience or trigger an emotion,” said Wixon Flavor Chemist Mindy Edwards.

“The connection between food and mood is well documented, and whether people are feeling a little down, or whether they are celebrating, it’s natural to turn to food for a lift,” she said. “With that in mind, Wixon has created flavor combinations that appeal to a variety of moods.”

Featured moods and their flavor/seasoning blends include:

- Naughty – Chipotle flavor and pepper combined with sour cream and buttermilk, touched with pepper, onion, garlic, and parsley
- Excited – A combination of mustards enhanced with the sweetness of honey and brown sugar and topped with bacon flavors and spices
- Angry – Blend of mustards and wasabi powder enhanced with pepper and parsley
- On Vacation – Blend of lemon and lime with a touch of tartness

- Cheerful – Sweetness of vanilla, brown sugar, and marshmallow flavor combined with spices of pumpkin pie
- Blissful – Brown sugar, vanilla, and apple flavors combined with winter spices
- Content – Blend of cinnamon, ginger and tea flavor
- Playful – Combination of onion, garlic, and peppers with lime and tomato flavors
- Adventurous – Maple flavor combined with several peppers and a touch of smoked paprika
- Sassy – Mixture of mustard powders, bacon flavors, and spices
- Happy – A warm and aromatic blend of cinnamon and other spices that will put a smile on your face
- Relaxed – Perfect blend of citrus flavors, mint, and lavender

Wixon, established in 1907, 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. 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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