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Wixon's New Seasoned Rubs Deliver a Taste of Tuscany

St. Francis, WI – Wixon Inc. has introduced new seasoned rubs that invoke the bold and exciting flavors of Tuscany's fare.

“Recent trends tell us that consumers are seeking out regionally-diverse and exotic seasonings,” says Zachary Otto, Food Scientist for Wixon. “There are specific herbs, spices, and flavors that exemplify Tuscany, and we wanted to create rubs that are true to those signature seasonings. These new products are a great way to add a quick burst of zest to your meal.”

The new seasoned rubs include:

Tuscan - Infused with spices, onion, garlic, butter, and tomato, this rich blend is ideal when paired with lean, skinless chicken breast.

Tuscan Roasted Garlic and Herb - Onion, spices, parmesan cheese, and garlic give this rub some gusto.

- More -

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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