



WIXON

*Blending innovation
with a passion for service*

since 1907

The **right ingredients** for
building your **profits!**

- SEASONING AND FLAVOR SYSTEMS • PROTEIN EXPERTISE
- FLAVOR MODIFIERS • CONSUMER PRODUCTS • FOOD SERVICE SOLUTIONS

the **world** of **WIXON**

Simply Irresistible from **Start** to **Sensational!**



“ *It's our shared vision and commitment to our customers, employees, and community that drive us to conduct our company business in an ethical manner, operating with the highest regard for good manufacturing principals, with an emphasis on food safety, employee development, and generous support for the community in which we live and work and our country which we love.* ”

Peter Gottsacker, President
Chuck Ehemann, Executive Vice President
Peter Caputa, Chief Financial Officer

For more than **100 years**, we have poured our technological know-how, scientific expertise, creative imagination, and passion for food into every food and beverage challenge presented to us.

And the results have been truly outstanding: Our **Five Areas of Expertise** ensure mouth-watering appeal for your fresh, frozen, and prepared foods!

With any of these core areas, you can partner with us from concept to consumption. Or we can help you at any point in between—and as much or as little as you want. After all, from meats to snacks and from bakery to beverages, everything tastes better with Wixon!



from **meats to snacks** and
from **bakery to beverages**

Five Areas of Expertise

SEASONING & FLAVOR SYSTEMS

Your source for hot trend information that leads to customized seasoning and flavor formulations that are marketable today! You'll find:

- Specific customized formulations
- Basic in spices, seasonings, and flavors
- On trend and cost effective products

PROTEIN EXPERTISE

With over 100 years of protein experience, this is the industry where Wixon originated! Customized seasonings and flavor blends for fresh or pre-cooked meats and extensive protein technologies that can:

- Extend shelf life with all natural ingredients
- Reduce sodium without compromising taste or functionality
- Enhance the natural savory notes of protein
- Reduce off-notes associated with listeria inhibitors
- Preserve intensity of spice notes

CONSUMER PRODUCTS

We can help you create and produce any of your dry packaged food and beverage products. We provide:

- Formulation development
- Package engineering
- Complete turnkey solutions—concept to consumption



FLAVOR MODIFIERS

In this consumer-driven market with high expectations and an unwillingness to sacrifice in flavor, our taste modifiers enable you to develop new low sodium, low sugar, fortified, enhanced, and/or enriched food products and dietary supplements without any flavor compromises. We offer an entire line of taste modifiers that enable you to:

- Reduce aftertaste such as excessive saltiness, sourness, bitterness, astringency, metallic flavor, and much more.
- Enhance such tastes as sweetness, saltiness, tartness, umami, and savory notes.
- Create better nutritional products that exceed your customer's expectations.

FOOD SERVICE

Let our food service expertise serve as an extension of your menu development team, and let your issues become our concern. We'll help address the day-to-day issues of menu development, pricing, turn-around time, and packaging by building a strong partnership. We provide:

- Up-to-date marketing and menu trends
- Innovative menu ideation
- Completely customized formulations
- Packaging options that fit your business and your branding

We also Serve Up Exceptional Service!



From keeping you up-to-date with the latest trends and a project management system that ensures seamless execution in warehousing, fulfillment, and shipping, we will leave no stone unturned until you're more than satisfied. A sampling of our additional services include:

RESEARCH & DEVELOPMENT

We can create new products, duplicate flavor, modify flavor, and use masking technologies. Name it and our renowned corporate chef, food technologists and scientists, all leaders in their fields, will work as an extension of your R&D department to help you achieve your goals.

ANALYTICAL LAB

Here's where you'll find a wide array of the latest and most sophisticated analytical equipment, including High Pressure Liquid Chromatographs, Gas Chromatographer and Mass Spectrometer Systems, and a 275,000 mass spectra library with an extraction of volatiles from diverse media. All of this assures you receive the highest quality for both inbound and outbound raw materials and products. Plus, we can reverse engineer formulas, or answer other questions that will make your products even better!



SENSORY SUPPORT

To point you in the right direction for new products, our in-house sensory testing capabilities include R&D panel testing, triangle testing, and hedonic and preference testing with over 200 participants.

REGULATORY ADHERENCE

Fulfilling and maintaining all of the appropriate requirements for products can be truly confusing. But from label requirements to nutritional content, our in-house regulatory department will guide you all the way!



CUSTOMER SERVICE

At Wixon, we believe that you need real people to solve customer questions and concerns. That's why we won't route you through endless automated phone choices or dead end voice-mail. Instead, our courteous, knowledgeable team will track orders, quote prices, verify deliveries, take special requests, and—in short—do whatever it takes to make certain that dealing with Wixon is an efficient and pleasant business experience.

**And this is just the beginning of our list.
Let us know how we can be of service to
you, and we'll answer the call.**

It's that simple!



PACKAGING DEVELOPMENT

You can count on Wixon to help you develop the packaging solutions that will stand out on the retail shelf, while meeting all regulatory requirements. In addition, our spacious 36,000 square foot packaging facility enables you to realize the efficiencies of a one-stop production system.

INVENTORY MANAGEMENT

Convenience, cost-savings, and guaranteed quality are just some of the benefits you can get from using our inventory management option.



“As a 100 year-old company with the innovative drive of a start-up, we have the sophisticated tools and analytical expertise of any company in our industry, but with the attention to service, caring, and detail that will make you believe you’re our only customer.”

Peter Gottsacker, President

We have **Over 400,000 Square Feet of Innovation**



Even our campus demonstrates our dedication to you. We house complete, sophisticated research and development labs, liquid and dry manufacturing facilities, and packaging capabilities. We also have an off-site warehouse with 125,000 square feet of storage. Highlights of our campus include:

BUD MORGAN TECHNICAL CENTER

Here’s the heart of our product design and development. It’s where our food technologists identify, match, and formulate an ever-larger spectrum of sweet and savory flavors. You’ll find:

- A highly-experienced, creative staff of food technologists
- Flavor Chemists and Meat Scientists
- Comprehensive quality control and regulatory services
- Formulation, duplication, and cost reduction services
- Products specially designed to fit your unique applications



CULINARY CENTER

This is the place for the development, preparation, testing, and prototyping of food products. At the Innovation Center, you’ll find everything from a commercial kitchen and testing facility to our state-of-the-art food preparation areas and a specially designed facility where finished products are presented to customers.

MEAT PILOT PLANT

Here’s where you can create, taste, and test all types of protein products. Features include a chilled processing room, batch/smokehouse, linear cook capabilities, batter and breading equipment, an injector, vacuum tumbler, grinders, stuffer, slicer, patty maker, steam kettle, retail tray over wrap station, vacuum packager, poly clip system and blast chill, enabling you to produce finished products for immediate testing. With this state-of-the-art facility, and our experience in protein products dating back more than 100 years, our team can help with everything in the protein arena from ideation and R&D to production and regulatory compliance.

MANUFACTURING

Production is the nerve center of our operations. Flavors are prepared in batches ranging from 5 to 1,500 gallons. Dry mixes are filled right from the blender into 25 to 2,000 pound bulk containers. And liquids are transferred into everything from pint bottles to 55-gallon drums. The result: Top-quality products known for their purity, integrity, and consistency from batch to batch.



If It's Important to You, It's Important to Us

*According to independent research, Wixon meets or exceeds client expectations in areas that matter most to you, including product quality, technical support, responsiveness, turnaround time, and on-time delivery! **

* Source: Quality Solutions, Cleveland, Ohio



COMMITTED TO QUALITY CONTROL

Our stringent QC procedures monitor each step of production—from the incoming inspection of raw materials to the hygienic sealing in specified packaging. As part of our process, we randomly test during production for purity, weight, color, viscosity, flavor, texture, and chemical composition. The finished product is then tested further, according to usage levels and application standards. What's more, since quality is everyone's responsibility here at Wixon, our production workers are authorized to stop the process at any time if a concern arises. The result: Consistent, top-quality flavors, spices, blended seasonings, finished products, and much more, all prepared in ultra-hygienic surroundings.



THE MARK OF QUALITY ASSURANCE

In everything we do, from spice purchasing to Quality Assurance and Quality Control, we have an unwavering commitment to quality. That's why we're proud to have achieved an AIB Superior rating, ISO 9001:2000 certification, Organic certification from QAI, all while producing quality products using spices that exceed ASTA standards and ingredients that meet cRc Kosher requirements. These standards show that we take our commitments seriously, and that we achieve our goals.

WE INVITE YOU TO JUDGE US BY THE COMPANY WE KEEP

We believe in supporting the industry that has supported us in so many ways. That's why our employees are active members—and leaders—of the most important organizations in our industry, including: ASTA, AMI, DSA, IFMA, IFT, RCA, ACF, and NSMA.



from **Customers** to
**Community, We're Committed
to Giving Back**



At Wixon, we believe we're here to provide for the communities that we serve.

Our dedication starts with our customers—and their customers—and extends to our employees, their families, and our neighbors in St. Francis, Wisconsin. You can see it in our efforts to grow our industry, expand our widely diverse workforce, and our support of such worthy groups as the Junior Achievement, Make-A-Wish Foundation, Rogers Memorial Hospital, American Heart Association and United Way.



Find out more
about the **Wixon**
difference today!

**Please Taste
our Service!**

We can't wait to get started working with you. Contact us today to explore how we can help you solve your food or beverage challenges.



Where Else but **Wixon!**

Check Out Our Menu of Services!

Analytical Support
Annual Price Protection
Blending (Wet/Dry)
Bottles
Bulk Bagging
Certified: ISO 9001:2000, AIB Superior
Consumer Product Development
& Commercialization
Culinary Center
Customer Service
Flexible Pouch
Food Safety Assurances
Formulation Development
Global Sourcing
GMP Manufacturing Facility
Inventory Management Programs
Marketing Support: Trend
& Marketplace Information
Meat Pilot Plant
Organic Certified
Packaging (Wet/Dry)
Private Label
Project Management
Regulatory Services
Sensory
Sensory Support
Spice Cleaning/Processing



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