



FOR IMMEDIATE RELEASE

Contact: Mark McLaughlin
Ron Sonntag Public Relations
Phone: (414) 354-0200 x106
E-mail: Mark@rspr.com

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Wixon Executives to Present at RCA Conference

ST. FRANCIS, Wis. – Wixon’s Mathew Freistadt, Corporate Chef, and Kim Holman, Director of Marketing, will discuss “The Latest Flavor Trends and Strategies to Drive Trial” Sat., March 5, at the RCA Annual Conference & Culinology® Expo. Held at the Omni Hotel and Georgia World Congress Center in Atlanta, Freistadt and Holman will detail how to translate new and emerging flavor trends into new products, how to drive trial of new flavor profiles, and present a tasting session.

They will share samples of Wixon’s latest snack seasonings, inspired by “Global Street Food BBQ Tastes:”

- **Korean Kalbi Snack Balls:** The classic Korean BBQ of ribs or chicken is enrobed in a light, tangy marinade. It can be found on the streets of Korea and Los Angeles. Here, these inspired snacks combine toasted sesame and brown sugar with soy sauce, onion, garlic, and cilantro for a complex sweet, dark blend of familiar flavors.
- **South African Braai Snack Balls:** A South African grilling tradition and term for "barbeque," these bites are bold and distinctive. A burst of hot red pepper follows vibrant fruit and citrus flavors to surprise the taste buds.

- More -

As Corporate Chef, Freistadt's responsibilities include research and development of innovative products that meet market and menu trends, as well as directing culinary and technical presentations of the company's array of services to customers. He also partners with Wixon's team of seasoned technologists and chemists, advising on food and beverage projects to improve taste, texture, and appearance for customer sample requests.

A 1995 graduate from the Culinary Institute of America (CIA), Freistadt has worked in nearly every facet of the food business over the past 25 years. He previously served as the director of research and development for Protein Solutions in Chicago. He also has held product development positions with Sensient Flavors and LongHorn Steakhouse, in addition to serving as a chef in numerous five-star award-winning kitchens, including the Four Seasons Hotel Chicago.

Freistadt is a member of the Research Chefs Association and the Kansas City Barbeque Society. An active participant in local and regional barbeque competitions, he has regularly competed on the circuit for the past nine years. He frequently completes continuing education courses on menu innovation from the CIA.

As Director of Marketing, Holman manages all marketing, advertising and promotional activities and staff, oversees business development activities and trade shows, and provides analysis of customer research, market conditions, and competitor data.

Holman's extensive marketing background includes 12 years with SC Johnson, overseeing marketing initiatives, and as a brand manager for a variety of products and new business ventures. After leaving SC Johnson, she started her own business, VIM Marketing.

She received her Master of Business Administration degree from Marquette University and her Bachelor of Science degree in business from the University of Arizona-Tucson.

Founded in 1907, Wixon is a fully integrated food and beverage ingredient leader providing flavor technologies, custom-ground spices, blended seasonings, protein expertise, foodservice and menu solutions, 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. Located in St. Francis, Wis., a suburb of Milwaukee, Wixon is ISO9001 certified and QAI Organic Certified. 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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